

George William Amalan

Engineering Manager | Engineering Capabilities | Architecture & Governance | Connected Mobility

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PROFESSIONAL SUMMARY

Engineering leader with 15+ years building and scaling cross-functional engineering capabilities across global programmes in automotive, retail, hospitality, and SaaS. At Publicis Sapient I have operated as Head of Engineering, owning architecture governance, security standards, engineering processes, and technical strategy across multiple distributed squads — often without direct authority, influencing outcomes through trust, evidence, and structured frameworks.

Deep experience leading senior specialists and subject-matter experts; driving capability initiatives (AI transformation, engineering governance, RFQ evaluations, security & compliance); and aligning engineering strategy with business outcomes in complex, multi-stakeholder environments. Calm and decisive in ambiguous situations; translates technical direction into measurable delivery outcomes and board-ready narratives.

CORE CAPABILITIES

People Leadership

Senior specialist & SME development · Performance management & career growth · Team design & org structure · Hiring & onboarding · Coaching & mentoring · Psychological safety · 1:1 cadence · Succession planning

Engineering Governance

Architecture standards & compliance · Security governance · Audit & risk management · ADR / RFC authoring & review · Quality gates & observability · Incident management · Post-mortem culture · SLA governance

Technical Strategy

Architecture direction & technology adoption · AI-native transformation strategy · Capability roadmap development · Platform governance · Innovation backlog · Make-vs-buy decisions · Vendor & tooling evaluation

Delivery & Operations

OKR / KPI setting · DORA metrics · CI/CD pipelines · Agile (Scrum, SAFe, Kanban) · Backlog prioritisation · Dependency & risk management · Delivery cadence · Engineering health reporting

Stakeholder & Influence

C-level & executive alignment · Cross-team influence without direct authority · Customer & partner interaction · Vendor evaluation & RFQ management · Board-ready narratives · Programme assurance · Cross-functional alignment

Technical Breadth

Cloud platforms: AWS, Azure, GCP · DevOps & infrastructure-as-code (Terraform, Docker) · Security: GDPR, OAuth2, SSO · React / Node.js / TypeScript / GraphQL · PostgreSQL · Generative AI & LLM workflows · Observability (Sentry, CI/CD)

EXPERIENCE

Engineering Manager / Head of Experience Engineering

Publicis Sapient, Sweden • May 2017 – Present

- Built and led a cross-functional engineering capability spanning 12–18 engineers across 3–4 squads in automotive, retail, hospitality, and SaaS — owning architecture governance, security standards, engineering processes, and quality frameworks across all delivery domains.
- Operated horizontally across teams and delivery areas, driving technical governance and capability initiatives without direct line authority — standardising engineering practices through ADRs, RFCs, and structured capability backlogs.
- Owned the engineering governance agenda: defined and enforced standards across architecture, security, CI/CD, observability, and accessibility; ran structured compliance reviews and post-mortems; managed risk and dependency tracking across squads.
- Led organisation-wide AI transformation: designed role-specific upskilling programmes, defined responsible-AI governance playbooks, and delivered ~40% developer productivity improvement through Generative AI tooling (GitHub Copilot, Cursor, Azure AI, agentic workflows).
- Drove vendor evaluations, RFQ processes, and tooling assessments across cloud, AI, and observability stacks — delivering comparative analyses and total-cost-of-ownership models informing multi-million SEK investment decisions.
- Established executive governance rhythms: KPI / OKR cadence, DORA metrics, quality gates, and programme reporting — giving senior leadership consistent visibility into engineering health and delivery risk.
- Partnered with C-level stakeholders, Delivery Managers, and Product leadership to align engineering capability strategy with business priorities — contributing to ~20% NPS increase across Nordics accounts.
- Grew 3 engineers to Lead within 18 months through structured career laddering, 1:1 coaching, and performance frameworks; built a culture of ownership, psychological safety, and continuous improvement.

Engineering Manager – Frontend Platforms

Publicis Sapient, India • Jun 2012 – Apr 2017

- Managed 8 senior engineers across multiple scrum teams delivering global e-commerce programmes — owned hiring, onboarding, performance reviews, and career development.
- Established frontend governance standards across 8+ international rollouts — standardised frameworks and engineering practices, reducing redundant development by ~30%.
- Achieved ~95% on-time releases across multi-scrum programmes through rigorous delivery governance, risk management, and structured dependency planning.
- Collaborated with product management, architecture, and client leadership across UK, US, and Nordics time zones to translate product strategy into shipped software.

Module Lead

Mphasis, India • Aug 2010 – Apr 2012

- Led a 12-member cross-functional team (UX, development, QA) for financial services platforms; owned estimation, planning, and client communication.
- Standardised reusable components and coding practices — reduced defects by ~20% across releases.

Associate Consultant

Oracle Financial Services, India • 2007 – 2008

- Built and integrated UI components for fintech platforms; established technical and brand guidelines for international banking products.

KEY PROJECTS & CAPABILITY INITIATIVES

Polestar – Global Connected Automotive Platform (15+ Countries)

- Led engineering teams across the core digital platform powering 15+ international markets for a connected EV brand — directly relevant to WirelessCar's automotive client base (VW, Volvo, JLR).
- Owned architecture governance: MACH-aligned micro-frontend strategy on AWS; governed technical standards, ADRs, and security practices across squads.
- Drove delivery predictability across distributed global teams; built incident management processes, severity definitions, and post-mortem culture.
- Partnered with procurement on multi-vendor delivery — aligning engineering standards, commercial terms, and roadmap commitments across a complex supplier landscape.

AI-Native Engineering Transformation – Capability Initiative

- Led organisation-wide strategic shift to AI-native development — defined the capability strategy, governed adoption via ADRs and playbooks, and drove ~40% productivity uplift.
- Ran structured vendor and tooling evaluations across GitHub Copilot, Cursor, and Azure AI Services; outcomes fed into multi-million SEK sourcing decisions and executive narratives.
- Conceptualised and led development of an in-house AI coding assistant for legacy modernisation — accelerating large-scale platform migrations with measurably reduced effort and risk.

Flexi Connect – AI-Driven Fleet Management SaaS (Greenfield)

- Owned end-to-end delivery and commercial governance for a GCP-based AI fleet management platform — design system, dashboards, and core workflows built from scratch with full budget accountability.

Tesco – International Product Platform (8+ Countries)

- Managed core product modules (Checkout, PLP, PDP, OMS) across 8+ markets; drove engineering quality and performance standards — team won Retail Systems International Retailer of the Year (2012–13).

EDUCATION, CERTIFICATIONS & AWARDS

Education

MBA, Human Resource Management (2012), MK University • BE, Mechanical Engineering (2000), Bharathidasan University

Certifications

Microsoft Azure AI Fundamentals • Azure Data Fundamentals • Azure AI Engineer Associate • AWS ML & AI Fundamentals • Generative AI for Business Leaders • SPEED Academy – Strategy · Product · Engineering · Experience · Data • Deque University (Accessibility)

Awards

Core Value Award – Nordics (2022) • Impact Award – Enabling People Growth (2017) • Gold Partner – Capacity Acceleration (2016) • Jedi Award – India Studio (2015) • Retail Systems Award – Tesco International Retailer of the Year (2012–13)

THOUGHT LEADERSHIP & PERSONAL DETAILS

Thought Leadership

Published 100+ articles on engineering leadership, AI-native development, architecture governance, and team transformation (Medium & LinkedIn). Recognised for ongoing knowledge sharing in professional AI and engineering networks.

Affiliations

Global AI Community Malmö • Nordics Engineering Exchange – cross-team collaboration lead • Volunteer instructor, Studieförbundet

Languages

English (fluent) • Swedish (working proficiency, comfortable in Scandinavian collaboration) • Tamil (native)

Location & Rights

Malmö, Sweden • Open to hybrid in Gothenburg • Swedish citizen – full EU work rights • Available at short notice