

REINHARDT VAN ROOYEN

Senior Technology Leader / Director of Engineering

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github

Engineering executive with 18+ years building scalable cloud and AI-driven platforms across enterprise and high-growth environments. Combines deep hands-on systems architecture expertise with proven leadership of cross-functional engineering organizations. Experienced in AI agent systems, distributed platforms, multi-cloud strategies, cloud cost optimization, and large-scale platform modernization.

EXPERIENCE

Jan 2026 - Present

Director of Engineering

CoEditor

Executive leadership of four cross-functional engineering teams, defining the technical vision and architectural standards for a next-generation AI-integrated publishing platform.

- **AI STRATEGY & EXECUTION:** Spearheaded the development of a tiered AI ecosystem, including automated customer support agents and high-accuracy moderation systems, utilizing LLMs to streamline operations.
- **SCALABLE ARCHITECTURE:** Designed a highly distributed social networking and commenting architecture, ensuring low-latency performance and high availability for large-scale user engagement.
- **FINTECH INTEGRATION:** Architected and deployed a custom CRM with deep Stripe integration, successfully scaling the platform to support 120,000+ active subscribers.
- **PRODUCT ROADMAPPING:** Partnered with executive leadership to align technical strategy with business growth, optimizing team velocity and fostering a culture of high-performance engineering.
- **STAKEHOLDER LEADERSHIP:** Directed the architectural evolution of the platform, ensuring robust security and seamless data orchestration across global publishing workflows.

Software Development Manager

Amazon Web Services (AWS)

Strategic leadership of mission-critical engineering teams across the core EC2 Control Plane, AWS Management Console, and Generative AI initiatives.

- **ORGANIZATIONAL LEADERSHIP:** Directed multi-disciplinary engineering teams across three distinct domains, overseeing strategic hiring, mentorship, and promotion of senior technical talent.
- **AWS CONSOLE & REVENUE:** Owned the global AWS Management Console experience, directly generating \$430M+ in annual revenue and serving over 1M unique weekly customers.
- **EC2 CONTROL PLANE:** Directed the mission-critical EC2 Control Plane Capacity team, ensuring high availability and scalability for one of the world's largest distributed systems.
- **AI INNOVATION:** Spearheaded the design and deployment of an LLM-powered EC2 instance discovery agent using AWS Bedrock, achieving 95%+ accuracy in infrastructure recommendations.
- **STRATEGIC INTEGRATION:** Led a \$100M+ ARR cross-organizational integration with AWS Marketplace, delivering seamless user experiences with zero service disruption.
- **OPERATIONAL EXCELLENCE:** Established multi region automated deployment pipelines (CI/CD), reducing deployment friction by 70% across the engineering organization.

Sep 2019 - Dec 2019

Founder

Real Virtuality IT Services

Independent consultancy focusing on industrial control systems and infrastructure audits.

- Architected industrial control systems conforming to international SunSpec 2019 standards.
- Conducted comprehensive security audits and provided cost-optimization recommendations.

Sep 2018 - Sep 2019

Head of Infrastructure

RAMM Technologies

Joined RAMM Technologies as part of an acquisition by Jasco to lead the transformation of their IOT product and infrastructure, driving reliability improvements and team growth.

- Stabilized and enhanced reliability for mission-critical on-premise and cloud infrastructure.
- Expanded technical team capabilities through strategic hiring and mentorship.

Feb 2015 - Sep 2018

Innovation Strategist / Senior Solutions Architect

Jasco Electronics Holdings Ltd

Created the innovation lab at Jasco, integrating solutions from 3 business units, and heading up their IoT strategy and data center architecture.

- Developed and championed group-wide IoT strategy and roadmap.
- Architected managed data center solution delivering 99.95% uptime and zero data loss.
- Oversaw implementation of R20M+ annual revenue projects with 50%+ profit margins.

Apr 2013 - Feb 2015

Senior Manager

Telkom SA Ltd

- Delivered R218M annual target for recurring revenue.
- Managed a R100M/year data center outsource solution.

Jun 2009 - Mar 2013

Specialist

Telkom SA Ltd

Part of Telkom's Strategy, Architecture and Innovation section.

- Developing Telkom's server and virtualization strategy for data centers and Telkom Business.
- Collaborated with product teams to create solutions for the South African IT market.

SKILLS

CORE EXPERTISE

AI Platform Strategy

Distributed Systems

Cloud Architecture

Platform Engineering

DevOps & SRE

Cloud Cost Optimization

LEADERSHIP & STRATEGY

Technical Strategy

Engineering Culture Transformation

Strategic Roadmapping

P&L Oversight

Engineering Mentorship

AI & DATA

AI Agent Systems

AWS Bedrock

SageMaker

Custom LLM Agentic Development

RAG Architectures

CLOUD & INFRASTRUCTURE

AWS

EC2

Azure

GCP

Distributed Systems

PROGRAMMING

TypeScript

JavaScript

Python

Java

Kotlin

EDUCATION

Jan 2005 - Jan 2007

COMPUTER SCIENCE

University of Cape Town

Master of Science (MSc) in Computer Science

Jan 2004 - Dec 2004

INFORMATION TECHNOLOGY

University of Cape Town

Bachelor of Science (Hons) in Information Technology

Jan 2001 - Dec 2003

INFORMATION TECHNOLOGY

University of Cape Town

Bachelor of Science (BSc) in Information Technology

LANGUAGES

English – Native

Afrikaans – Native

INTERESTS

Technical Projects

AI Automation, Home Assistant Automation, Micro-electronics

Craftmanship

Woodworking, Furniture Making, Precision routing