



Jason Adriaan

HEAD OF DIGITAL OPERATIONS

Details

Hyde Park
2196, Johannesburg
South Africa
060 5184 167
jasonadriaan@gmail.com

NATIONALITY

South African

DRIVING LICENCE

Yes

DATE / PLACE OF BIRTH

15 September 1988
Port Elizabeth, South Africa

Skills

Software Development
Digital Business
Digital Marketing
Business Management
Video On Demand
OTT

Hobbies

Building Apps, Gymming, Making
Food & Producing Video Content

Languages

English

Afrikaans

Links

jasonadriaan.com
linkedin.com/in/jasonadriaan

Profile

Experienced Digital Business Executive with more than 10 years of experience building, maintaining, and running successful digital divisions within large corporations. Dedicated team leader with the ability to effectively manage and achieve project goals, leveraging my understanding of complex systems engineering concepts. Adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners.

Education

BSc Informatics, University of South Africa, Johannesburg

JUNE 2014 – DECEMBER 2020

I completed my Bachelor of Science in Informatics majoring in Information Systems through the University of South Africa (Qualification code: 98907 - INF) with 6 distinctions in the final year. The degree focused on Information Systems, Business Management and Computer Science.

Post-Graduate Diploma in Management, Wits Business School, Johannesburg

JANUARY 2023 – PRESENT

I am currently studying toward my Post-Graduate Diploma in Management with a focus on Digital Business.

Courses

Introduction to Java, University of South Africa

JANUARY 2019 – DECEMBER 2019

PTE Academic English, Pearson

MARCH 2023

Employment History

Head: Digital Operations, eMedia Holdings (eTV, eNCA, OpenView), Johannesburg

SEPTEMBER 2021 – PRESENT

Digital Business Head within the eMedia group, reporting directly to the C-Suite. I oversee strategy, operations, and technology for all businesses within the group including eTV, eNCA, OpenView and eVOD.

Head of Development, eNCA, Johannesburg

MAY 2013 – AUGUST 2021

Responsibilities:

- Report directly to the eMedia Group CTO
- Investigate and deliver projects as prioritised and delegated by C-suite.
- Act as the principal software architect on new technology projects
- Oversee the development and delivery of the product based on business requirements
- Manage the department budget and invoices
- Run vendor selection processes for the business
- Manage vendor performance against clearly defined KPIs
- Perform requirement gathering on new projects and define the product backlogs
- Serve as a product manager and interface with marketing, sales, technology and business

Projects Delivered:

- eTV website rebuild
- eNCA Web, iOS & Android app development
- eNCA infrastructure migration
- Internal eNCA Financial API development
- Internal eNCA Video Crowdsourcing System
- Browsi & Google Ad Manager Integration on eNCA
- eMedia Group EPG API development
- Openview website rebuild
- OpenNews Web, iOS & Android app development
- Internal Openview analytics dashboard development

Lead Developer, eNCA, Johannesburg

OCTOBER 2012 – APRIL 2013

I joined eNCA to set the technical direction of the online business. During this time I oversaw the launch of a marketing site, a mobile news site and a desktop website.

My responsibilities included the management of the product development team, building a scalable and reliable news product and building a technical foundation for the business into the future. In 2013 I officially took over the Head of Development position at eNCA. The product serves more than 3 million monthly users and scales to more than 50 000 concurrent connections. We launched applications for iOS, Android and Samsung TVs in 2014.

Freelance Developer, Various

OCTOBER 2011 – JUNE 2012

I did freelance work on projects for Vodacom, Ernst & Young, Pepsi, Cerebra and Inquisition

Junior Developer, UCT DPRU, Cape Town

JUNE 2011 – OCTOBER 2011

Built the first DPRU (Development Research Policy Unit) website in Drupal.

Extra-curricular activities

Executive Producer, Misfit Media Pty Ltd, Johannesburg

I enjoy the entertainment industry and help produce comedy shows with my brother. I assist in producing some of the stand-up shows.

References

References available upon request