

JASON MARKOTTER

PRODUCT ENGINEERING LEADER | DIRECTOR OF ENGINEERING | FOUNDER

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PROFILE

Product engineering leader and founder with 15+ years spanning AI, consumer products, advertising platforms, fintech and ecommerce. Connects customer problems, commercial outcomes and technical execution from zero-to-one through global scale. Known for creating clarity in ambiguous environments, building resilient teams and growing contributors into leaders.

SELECTED IMPACT

14M monthly users served | Five squads led across product lines | 15% advertising revenue uplift | 12+ years guiding engineering teams

EXPERIENCE

Director of Engineering | Assaia - The ApronAI

Jan 2026 - Present | Berlin, Germany | Remote

- Lead engineering in an AI-powered computer-vision product that gives airports real-time operational visibility.
- Shape the engineering organisation and delivery system while building domain depth in complex airport operations.

Director of Engineering / Associate Director / Engineering Manager | OneFootball

Jan 2022 - Dec 2025 | Berlin, Germany

- Led five squads across matches, content ingestion, personalisation, live video, video and OTT for a product serving 14M monthly users across mobile and web.
- Managed seven senior direct reports and partnered with executive leadership across product, strategy and organisational change.
- Temporarily held a dual Director of Product remit, connecting product strategy and engineering execution for the Engagement business unit.
- Spearheaded an MVP content-personalisation algorithm and AI workflows for content tagging, translation and creation.
- Maintained delivery focus and team resilience through repeated organisational transitions.

Engineering Manager / Software Engineer | OLX Group

May 2016 - Dec 2021 | Cape Town, South Africa and Berlin, Germany

- Built and relocated a cross-market advertising engineering capability, including the reusable BAXTER integration platform.
- Expanded market coverage and contributed to a 15% advertising revenue uplift.
- Led the South African technical hub's contribution to the global core product and earned the OLX ZA Leadership Award.
- Improved search relevance with data-driven SOLR optimisation later adapted across the wider group.

Founder Engineer | PayAccSys / Iperion

Apr 2011 - Apr 2016 | Cape Town, South Africa

- Built the initial engineering team and systems for a payments business processing billions of South African rand.
- Modernised the platform from a custom PHP framework to Laravel and migrated core systems to AWS.
- Led technical relationships and integrations with sponsor banks and supported acquisition due diligence.

Co-founder | Kariba Technology

May 2009 - Jun 2011 | Cape Town, South Africa

- Bootstrapped three ecommerce and services products across engineering, marketing, operations and delivery.
- Used organic search and marketplace distribution to build demand without institutional funding.

LEADERSHIP APPROACH

Outcome-led strategy | Product, design and engineering alignment | Organisational design | Manager coaching | Platform thinking | Data-informed decisions | AI product experimentation | Stakeholder communication

SELECTED PRODUCTS

Cash/MONEY - Founder-built personal-finance product replacing a fragile no-code workflow with a SvelteKit client, Python API and PostgreSQL data model.

CaiLENDAR - AI-assisted workflow that converts natural-language plans and travel information into standards-compliant calendar events.

AI and automation prototypes - Content research, personal accountability and price-tracking workflows combining APIs, language models, human approval and observable orchestration.

RECOMMENDATIONS

"Knows how to bring vague concepts to life. His teams always execute better than their peers." - Stephen Ballot, Chief Product and Technology Officer

"The perfect mix of creative product mind, tech-savvy and caring people manager." - Jannis Strehl, Senior Frontend Engineer at OLX