LUKE HARGREAVES

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EX-AMAZON COMPANY FOUNDER

Proven **Global Business Professional** who balances quality, budget, and timeframes to deliver well planned, agile programs of work. Possesses in depth knowledge of executive engagement, cloud technologies, identity solutions, and international partner management. Applies strong knowledge base and communication skills to keep customers well informed throughout the engagement process. Operates with a strong sense of urgency and thrives in a fast-paced, global setting. **Basic French and Spanish knowledge.**

Core competencies include:

Executive Communications · Cloud Technologies · Sales Cycles · Sustainable Architectures
Media Engagement · Partner Management · Data & Artificial Intelligence · Business Administration

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PROFESSIONAL EXPERIENCE

Aquainnis Founder (May 2023 – Present)

Completed my 6-year journey with Amazon and founded a clean technology company

Responsibilities
- Run and be ultimately responsible for the profit/loss of the company as the owner and founder.
- Maintain strategic partnerships, particularly with Amazon as a primary means to reach customers and ultimately influence revenue.
- Design and implement innovative solutions for customers that also meet a strict set of sustainability criteria.
- Secure funding and grants from various industry bodies and Government agencies around the responsible use of technology and implementation of sustainable projects.

Achievements
- Aquainnis is an official Amazon recognised partner, meaning that it is authorised to work on technology solutions on behalf of Amazon.
- It works primarily with customers in the United States, however there are some notable customers in Australia including Mater Research and ThoughtWorks.

Versent (Telstra) Associate Director (June 2024 – June 2025)

Long-term contract role maintaining the Amazon relationship post-acquisition of Versent by Telstra

Responsibilities
- Manage the ongoing relationship with Versent's key customers during a large-scale restructuring of the business following Telstra's acquisition of the brand.
- Generate a qualified and consistent technical sales pipeline both locally and nationally, prioritising key customers whist also driving new acquisition.
- Provide utility-based support to customer on an advisory level, including both high level designs and deep dive implementations across several key verticals including Government, transport, and the financial services industry.

Achievements
- I completed five major customer projects nationally with a combined revenue of $1.5m+ during a period of significant internal restructuring.
- Using my understanding of the AWS Well-Architected framework, I developed a multi-cloud implementation using AI that allows customers to perform a similar function across multiple clouds. This was tested and iterated on in two of the large-scale projects I was involved in.
- Working with the Telstra team, I helped to develop a Sustainability GTM strategy that included the launch of a new offering with Microsoft Sustainability Manager as a core component.

Amazon Web Services Global Business Advisor (March 2022 – May 2023)
Promoted to a global advisory role after the release of the AWS Well-Architected Sustainability Pillar

Responsibilities
- Design, create, and lead a new pan-AWS team specialising in clean technology customers and principles. This was another scope increase focusing on key global customers at the executive level.
- Attend in-person meetings as a global authority on clean technology to help customers define and execute their sustainability strategy from the present through to 2040 and beyond.
- Understand and be able to articulate the difference between the various technical sustainability frameworks, key Sustainable Development Goals, and how they affect the future of global business.
- Modify the executive messaging based on location and vertical. For example, being as comfortable talking to an FSI in Japan, as talking to a resources company in Canada.

Achievements
- I left Amazon having built out the global sustainability executive team to a head count of 11.
- I co-created the Sustainability technical field team, enabling AWS technical pre-sales employees to engage customers effectively at multiple levels. When I left, the technical team numbered 300+ across the globe.
- I participated in dozens of global Amazon "loop" interviews, rigorously applying the Amazon Leadership Principles to determine whether a candidate would be able to succeed in the roles they were applying for and suggesting potential other roles if not.
- I was the Keynote speaker at the 2022 ThoughtWorks XConf event across multiple cities.

Amazon Web Services Senior Solutions Architect (September 2019 – March 2022)
Promotion to a senior role following the successes of the last 2 years

Responsibilities
- Required to target engagement at the executive decision maker level, essentially fulfilling the role of a CTO in residence for our customers.
- Expanded customer scope to entirety of the Asia-Pacific region, carrying all the responsibilities from my previous role forward, requiring significant travel throughout the region.
- Increased media exposure to become a brand ambassador for Amazon Web Services across the region. This includes extra media training, appearing in commercials, chairing panels, and performing keynotes at large scale events, both for AWS and for our customers across Asia-Pacific.
- Due to the increased regional scope, customer research was required to understand the specific requirements, top regional customers for focus, specifically understanding cultural differences and sensitivities before meeting the executive team.
- Understand and create scalable mechanisms across Amazon.

Achievements

- I wrote an internal global guide to the Amazon Executive Briefing process, enabling peers to plan for their more focussed customer engagements in a way that sets the day up for success. Success in this case means that customers feel they are listened to and have developed a trusting relationship with AWS.
- As a custodian of the AWS Well-Architected documentation, I co-wrote the Sustainability pillar, the latest in a series of global principles to help customers build more resilient, cost-effective IT projects.
- Following my experience with the United Nations, I created and chaired the Amazon Sustainability Ambassadors program in APAC, which provided internal employees with the right resources, training, and processes to facilitate cleaner and more responsible operations overall.

Amazon Web Services Solutions Architect (June 2017 – September 2019)
Moved into Australian national technical pre-sales for the AWS commercial team

Responsibilities

- Direct customer facing role as a trusted AWS technical advisor, including direct account management and sales pipeline development.
- Accountable daily for a broad range of high-profile AWS accounts, dealing with stakeholders at all levels.
- Building and running 1:many customer events such as training workshops, best practice guides, and AWS Summit presentations.
- Be a world class advisor across a broad range of technologies, based on customer need and use cases.

Achievements

- I was part of team that achieved the largest growth period in Australian AWS history, 7x in 2 years.
- I led the development team for Amazon Personalize, built in Brisbane in conjunction with one of my customers, Domino's Pizza Enterprises. This product was revealed at AWS Re:Invent in 2019 and I spoke at events around the world explaining the Amazon process of product development. Amazon Personalize is an artificial intelligence service that enables companies to predict the highest converting marketing material to send to customers, minimising friction and significantly reducing brand damaging spam.
- During this time, I completed 5 AWS certifications, and won repeated personal sales awards.

United Nations Australia IT Director (May 2016 – June 2017)
The local UNAA branch Director of Information Technology

Responsibilities

- Set the direction of the organisation's IT capability, similar to the role of a CTO in the private sector.
- Facilitate and act as the role of Chair at monthly UNAA meetings.
- Evaluate and implement IT modernisation projects.

Achievements

- I streamlined the core IT services used by the branch, with a focus on ease of use and compliance.
- The members were using personal details and email addresses on official correspondence. I integrated their systems into the official UN directory and created change processes for onboarding and offboarding members.
- I migrated data from multiple unrelated sources to a single source of record. This made yearly compliance reporting much simpler and enhanced the overall information security posture of the organisation.

DSITI DG Digital Mentor (August 2014 – June 2017)
Won a selection process to act as a technical mentor to the Director's General in an official capacity

Responsibilities

- Facilitate monthly one-on-one information sessions with the Director-General of DSITI.
- Mentor the Director-General on contemporary Information Technology trends taking place within the industry, including the use of appropriate terminology.

Achievements

- I was specifically chosen from the 600 CITEC staff members for this role.
- I have continued to mentor the new Director-General after a change in government.

CITEC Cloud Architect (June 2015 – June 2017)

Returned to CITEC with the express purpose of establishing its new cloud strategy

Responsibilities

- Identify the needs of CITEC now and into the future regarding Cloud Computing.
- Establish a Cloud Computing strategy and function for CITEC.
- Monitor industry trends and drive change within CITEC's enterprise architecture for Cloud Computing.
- Deliver "Cloud Information" sessions for all staff members within CITEC to define what Cloud Computing is and the benefits to CITEC and its customers.
- Continually evangelize Cloud Computing, both public and private, within CITEC at meetings and forums.

Achievements

- I designed, developed, and implemented a vendor-supported private Cloud infrastructure capability for CITEC and its customers. I ensured this was based on OpenStack and commodity hardware, resulting in savings of over $1.5M upfront and upwards of $10M over the lifecycle of the product.
- I identified three major gaps in CITEC's Cloud Computing capabilities, and oversaw their implementation from inception through go-live:
    - The establishment of a dedicated Cloud Computing team.
    - The identification of Cloud Management Platform to enable CITEC to act as a Cloud Computing broker.
    - The creation of a private Cloud storage service within CITEC that was 100% compatible with Amazon's S3 service, to enable easy migration to and from AWS.
- I used the Cloud Information sessions that I conducted to identify suitable candidates for a Cloud Computing team. I was able to convince six staff members from within other CITEC operational groups to transition to my newly formed Cloud team. Each of these people came with critical skills I identified prior, including networking, information security, and virtualisation, but also "cultural fit" so they could operate as a cohesive whole.
- I created a bi-modal enterprise architecture that incorporates Cloud Computing based on a component model with six parts: information security, management, hardware, infrastructure, platform, and software as a service.

DSITI Identity and Access Management Consultant (December 2014 - June 2015)

Contracted by DSITI as an Identity Architecture Consultant for One Stop Shop

Responsibilities

- Maintain regular engagement with client agencies and actively identify opportunities to streamline their Identity and Access Management processes.
- Act as the main technical contact and escalation point for client integration activities with the Queensland Government Client Identity Management (QGCIDM) software.
- Facilitate co-design sessions with agencies to encourage buy in and eventual take up of the Identity service.

Achievements

- I was contracted over to DSITI as an Identity and Access Management Architecture Consultant to oversee the transition from design to implementation. During this time, I oversaw numerous major production releases and upgrades of the QGCIDM, establishing its position as a secure, centralised identity service.
- I identified a significant implementation roadblock related to internal project governance structures. To address this problem, I created and chaired a fortnightly identity Technical Working Group (TWG) that provided clear channels of escalation and communication between agencies and the provider. After a seven-month delay, this governance change oversaw its first release in just six weeks.
- Working closely with the QGCIO, I used my knowledge and experience of Identity and Access Management to influence the whole of Government Identity Strategy. I focussed on the use of federated Identity standards over agency specific directories to create a uniform architecture.

CITEC Systems Architecture Consultant (October 2011 - December 2014)
Promoted to this role after completion of Master's degree.

Responsibilities

- Work closely with Government Agencies to identify gaps in current business processes and implement modern software solutions to fill those gaps.
- Conduct evaluation exercises and demonstrate the designed solutions to the business.
- Devise transition strategies to take products from the design phase into production.
- Produce clear, standards based architecture documentation for use and re-use within an organisation.
- Act as an effective interface between internal and external agencies.

Achievements

- I wrote the Queensland Government Enterprise Architecture "Web Services Interoperability Standard", focusing on the REST framework, which has now become the most widely used Cloud Computing interface.
- I created the original proof of concept for the Queensland Government Client Identity Management (QGCIDM) product. I worked closely with CITEC and external agencies to transition the QGCIDM to production, being a principal Architect throughout. The QGCIDM is now the primary authentication and identity mechanism for 27 distinct Government services with a growing client base of over 110,000 users. The QGCIDM project received a DSITI recognition of excellence award in 2013.
- I worked closely with ForgeRock, a leading open-source Identity and Access Management company, to improve SAML2 integration, modularisation and code quality. The standardisation of the OpenAM SAML2 module significantly accelerated integration work with the QGCIDM, saving the project months of custom code development and maintenance.

Confirm DevOps (November 2007 - October 2011)

Responsibilities

- Manage communication with stakeholders around enterprise software changes.
- Take responsibility for the assessment of software releases regarding go/no go decisions.
- Assess current release strategies and manage improvements in the software development lifecycle.
- Evangelise the use of test-driven development and agile methodologies in the organisation.

Achievements

- I created a modern continuous integration platform for the Confirm software suite, made up of 45 separate software projects worth approximately $60 million per year in revenue. Based upon modern build tools, this

platform enabled the creation of both triggered and nightly automated builds, dramatically reducing the likelihood of code bugs being released into production.

- The refactoring of a large monolithic code base into smaller business function related packages. Using standardised interfaces, each package could now be worked on in isolation without affecting the product as a whole. I turned Confirm into a platform rather than a software product, simultaneously reducing complexity while creating new business opportunities.
- I automated numerous manual operational processes in the Confirm Service Centre. The automation of these processes saved the business approximately $25k per month in operational expenditure alone.

EDUCATION
Master of Information Technology
UNIVERSITY OF QUEENSLAND · Australia · 2010

Bachelor of Arts
UNIVERSITY OF QUEENSLAND · Australia · 2000

CERTIFICATIONS
AWS Cloud Practitioner · AWS Solutions Architecture Associate · AWS SysOps Administrator Associate
AWS Developer Associate · AWS Solutions Architecture Professional · TOGAF 9 · ITIL Foundations
VMWare Spring Professional · Frontline Management · TESOL · CECR Niveau A2.1