

Liam Frappell

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Practising Electrical Engineer with global leadership experience in scaling a business and a track record of successfully delivering projects and revenues.

PROFESSIONAL EXPERIENCE

SourceAi

Sydney/Melbourne, Australia

Senior Software Engineer

Aug 2023 - Present

SourceAi is a decision augmentation platform that empowers leaders in Telco, Media, and Utilities to make data-backed decisions with confidence. Cloud infrastructure predominately in GCP, with light AWS usage for customer integrations.

- **Platform Engineering** Implementing new core platform features including: Mixed Marketing Modeling integration, CVM Campaign Infrastructure, CVM Reporting infrastructure, generalized propensity machine learning pipelines and Agentic framework integration. Fixing bugs and general tech debt reduction, predominately in Python with some SQL.
- **Data Engineering** Writing and implementing ETL pipelines in SQL and meta-SQL for our data warehouse and unified data model, feeding machine learning, source internal and external ai agents and platform/frontend code bases.
- **Technical Customer Success** Interfacing between customers and Source Data Science, Platform and Engineering teams to integrate customer data sources, implement business logic and surface relevant decision augmentation analytics.

Zetaris

Melbourne, Australia

Engineering Manager

Aug 2022 - Aug 2023

Zetaris is a mesh data and analytics software provider. Cloud infrastructure in Microsoft Azure.

- **Engineering Manager:** Recruiting, performance reviews and 1-on-1's with tech leads and software engineers.
- **Product Management:** Development, testing and deployment of product features, including Apache Hive and Iceberg integration, AWS GLUE integration, Single Sign on (SSO), Multi-User Access Control.
- **Project Management:** Introduction and continuous development of automated QA process covering 75% of core code base and reducing defect slippage ratio to 10%. Implementation of CI/CD and rolling release strategy, reducing release time from more than month to one week.
- **Agile Scrum Master:** Continuous improvement of engineering processes. Led daily scrum rituals, provided ongoing metric reporting to the Leadership Team, worked with tech leads to better prioritize work.
- **Stakeholder Engagement:** Interfacing between Product, Engineering and Customer Success teams to maintain and adhere to a clear engineering roadmap.
- **Security and Process:** Implemented technical requirements for ISO27001 certification. Implementation of automated security and vulnerability scanning.

Unleash Live

Sydney, Australia

Product Manager

Dec 2019 - Aug 2022

Unleash live is an artificial intelligence (AI) video analytics enterprise solution provider. Cloud infrastructure predominately in AWS.

- **Customer Manager:** successfully delivered AI/inspection projects with revenues of USD2.5M
- **Solution Architect:** qualified prospective sales leads, scoped customer projects, developed POCs, and implemented customer requirements
- **Agile Scrum Master:** managed three development teams (AI, backend and frontend)
- **Development:** both new features and workflows, included automated condition reporting, large-scale automated video streaming ingestion and AI processing, AI generated analytics APIs, geospatial intelligence capabilities, PDF reporting, and hardware integration
- **Management:** post Ser A, expanded Product/Technology teams to 18 FTEs in 8 months (from screening CVs, through conducting interviews, to setting assessment challenges)
- **Quality:** implemented technical requirements for ISO27001 certification
- **Customer Success:** wrote customer-facing technical and non-technical documentation

Smart Stone Technology

Sydney, Australia

Business Development

Apr 2019 - Dec 2019

Virtual Reality and Education Technology provider.

- **Sales:** fielded opportunities, from initial contact to project delivery to customer
- **Customer Success:** trained customers on successful usage of products and services
- **Enterprise Customer Manager:** successfully delivering projects with revenues of USD200K

Bluescope

Electrical Engineering Cadetship

Wollongong, Australia

Jan 2014 - Dec 2017

Full time Electrical Engineer (in parallel with part-time studies at University of Wollongong), across 5 departmental rotations.

- **Software Developer:** automated Image Processing & GUI development in C++
- **Autonomous Vehicle Maintenance:** electrical and mechanical maintenance
- **Instrumentation Electrician:** calibrated, maintained and installed all elements of the instrumentation across the Port Kembla Steelworks
- **Automation Engineer:** maintained, upgraded and installed new PLCs to automate various plant processes at the Coke Ovens and Hot Strip Mill sites

OTHER EXPERIENCE

McKinsey Executive Leadership Program

Program Participant

Sydney, Australia

Apr 2021 - Sep 2021

For high potential leaders: invitation only

- Developed leadership ability, expanded understanding of leveraging data analytics for business impact, and explored agile approaches/design thinking to improve customer focus

[New Colombo Plan](#)

2017 Scholarship Recipient

Beijing, China

Dec 2017 - Feb 2019

- **Language Student:** 3 months Mandarin Study
- **University Student:** 1 year exchange study at Beihang University, Beijing
- **Scholar:** various events eg 2018 ACELS Beijing Conference, Australian Chamber of Commerce (Austcham) Future Business Leaders Program

ADDITIONAL EXPERIENCE & ACHIEVEMENTS

- **Sandon Point Surf Life Saving Club:** vice patrol captain/volunteer lifeguard, Oct 2010 - Present.
- **University of Wollongong Mechatronics Society:** executive, Feb 2017 - Nov 2019
- **AngelHack 2018, Beijing:** won "Code for a Cause" prize
- **Austcham's 2018 Ball on the (Great) Wall:** volunteer fundraiser
- **Queensland University, 2017 Autonomous Droid Racing Competition:** team leader
- **NIARC 2017:** robotics Competition team member
- **Hackagong 2015, Wollongong:** second placed
- **University of Wollongong Mechatronics Society 2015 Robot competition:** first placed

EDUCATION

University of Wollongong Australia

B.Eng. (Hons) (Electrical)

Wollongong, Australia

January 2014 - November 2019

Thesis: Fast Object detection on a Mobile Platform

Beihang University

Exchange - B.Eng. (Hons) (Electrical) & Chinese (HSK 3)

Beijing, China

Feb 2018 - Jan 2019

LTL Mandarin School

Short course Mandarin beginners

Beijing, China

Dec 2017 - Feb 2018

TAFE Illawarra

Certificate 3 Electrotechnology

Wollongong, Australia

Jan 2014 - Dec 2017

SKILLS

- **Languages:** English, Chinese (Mandarin)
- **Programming Languages:** Python, Rust, C, C++, Javascript/Typescript, Go
- **Technologies I'm using:** GCP (BQ, Cloud Storage, ADK), Linux, Docker, Git, Ollama/llama.cpp, PyTorch, Pandas
- **Technologies I've used:** AWS, Azure, ArcGIS Online (Esri), Figma, Tableau, PowerBI, Node.js, Keras