

RYAN KIRKALDY

SENIOR DELIVERY / PROJECT MANAGER · PLATFORM OWNER · TECHNICAL PROGRAMME LEAD

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PROFILE

Senior delivery and platform leader with 25+ years in digital. Experienced enough to know where platform decisions, agency dynamics, and commercial pressures typically go wrong — and technically grounded enough to sense-check engineering decisions: keeping solutions commercially proportionate to the problem without cutting corners that matter. Operating across complex, multi-system environments, working closely with engineering and solutions teams to shape technical direction, governing integrations, and holding accountability for commercial outcomes.

Enterprise and SME portfolios, project portfolios across six and seven figures, teams across the UK and globally including across language barriers. Owns the commercial side of delivery: resource allocation decisions that affect margin, expanding accounts organically through delivery performance, and knowing when a project needs a specialist versus a less senior resource. Applying AI tooling to delivery practice where it earns its place.

EXPERIENCE

Independent Consultant / Paternity Leave Contracting 2025 – Present

- Using the paternity break to apply AI tooling to real delivery and commercial problems: building practical tools and automating workflows.
- Delivered forensic document analysis for a legal services client: owned the full document review process across 100+ SAR documents, PDFs, and emails, deploying OCR, ChatGPT, and Gemini to extract, cross-reference, and reconstruct evidence timelines. Delivered structured executive reports directly informing an active legal dispute.
- Used AI tooling to build delivery infrastructure and tools: automation connecting delivery systems, document summarisation, product data processing, and workflow tooling via Claude Code, Zapier, and n8n.

Senior Delivery / Project Manager Foundation Commerce 2023 – 2024

+80% peak-season revenue 4x conversion uplift 83% faster page speeds Retainers increased
Security patches: months to 24hrs Backlog cleared UK & remote delivery

- Programme delivery:** Owned the full project and retainer portfolio across Foundation Commerce, all active budgets, resourcing decisions, and delivery accountability across concurrent Hyvä builds, feature programmes, bug fix pipelines, and ongoing client retainers across enterprise and SME accounts. Full accountability for financials, risk, and stakeholder reporting from discovery through to production.
- Stakeholder engagement:** Owned client communication from delivery and product teams through to C-suite, leading workshops, delivery reviews, and commercial

PLATFORMS & ECOSYSTEM

Adobe Commerce
Adobe Commerce Enterprise
Adobe Commerce B2B
Magento 2 Magento 1
Hyvä Themes Hyva Themes
WooCommerce WordPress
WordPress Multisite Elementor
Shopify Drupal Optimizely
Web portals
ERP · PIM · WMS · OMS
EDI · CRM Payment gateways
Rithum Amazon Seller Central
eBay Google Shopping Feeds
Klaviyo Klevu
Affiliate networks DVLA API

CORE CAPABILITIES

Programme delivery
Platform delivery
Platform ownership
Discovery & scoping
Client onboarding
SoW & commercial governance
Acceptance criteria frameworks
Portfolio governance
Financial oversight
Risk management
UAT / QA governance
GDPR compliance
WCAG accessibility
PCI compliance
Stakeholder management
C-suite engagement
Cross-functional teams
Offshore & nearshore teams
Recruitment & hiring
Team mentoring
Agile / Scrum / Kanban
Waterfall / Hybrid

discussions across all active accounts.

- **Citizen Group (enterprise delivery):** Primary delivery contact across the full Citizen Group portfolio: 7 to 8 concurrent Adobe Commerce sites spanning Citizen, Bulova, and Frederique Constant, covering B2C storefronts, B2B, multi-region, and internal staff-facing instances. Engaged directly with product managers and CFO level throughout.
- **Platform delivery and direction:** Owned platform delivery across enterprise accounts, working closely with engineering and solutions teams to shape technical direction and influence architecture decisions. Held accountability for platform performance, backlog health, delivery workflows, and integration governance across ERP, PIM, payment gateways, and third-party services.
- **Client strategy and roadmaps:** Structured and drove delivery planning across enterprise and SME clients, working with client-side stakeholders to define priorities and turning them into clear, sequenced delivery plans. Agency secured Hyvä Platinum and Klaviyo Master Gold accreditations during tenure.
- **Delivery standards and operations:** Defined and enforced acceptance-criteria-first frameworks across all features and bugs: structured briefs with video capture before work entered development, eliminating interpretation gaps and wasted engineering effort. Owned backlog management, workflow design, and third-party coordination. Trained and mentored Project Managers, Project Coordinators, and QA across the team.
- **Operational transformation:** Inherited a poorly implemented migration from Trello to Productive.io and rebuilt it into the operational backbone of the agency, defining workflows, establishing reporting and budgeting processes, and training PMs, developers, and leadership. Deployed Fireflies.ai for meeting intelligence and team accountability.
- **Platform health:** Recovered a patching and upgrade process months behind across the client estate, reducing deployment to within 24 hours of each patch release. Approach later productised as a managed service. Embedded RumVision for real-user monitoring and established automated Slack alerts for critical incidents.
- **Representative clients:** Premium AV retail (Peter Tyson), furniture retail (Bed Kingdom), sustainable packaging (Freckl), standards publishing (The Open Group), technical documentation (eManuals), alongside a broader enterprise and SME portfolio.

Project Manager [GSL Media](#)

2022 – 2023

[+102% revenue \(Rodda's\)](#) [+53% new users](#) [Backlog cleared](#) [Retainers increased](#)
[Rescued projects](#) [Delivery framework](#) [Platform migrations](#) [Bespoke builds](#)

- Joined as Project Manager and operated as the agency's delivery lead across the client portfolio: owned all active budgets, retainers, and resource allocation across a primarily WordPress, WooCommerce, and Magento agency.
- Delivered Rodda's WooCommerce relaunch above all targets (+102% revenue, +53% new users), on time and within budget. Managed multiple concurrent launches, relaunches, and Magento to WooCommerce migrations across the portfolio, consistently on time and within budget.
- Scoped and delivered bespoke projects including: a custom product configurator (marine sector); an office and coworking booking portal with digital access code management; a secure client document portal; and a Google Maps API integration

AI & AUTOMATION

[Claude / Claude Code](#) [ChatGPT](#)
[Gemini Pro](#)
[Agent-based automation](#)
[AI delivery workflows](#) [n8n](#)
[Zapier](#) [Fireflies.ai](#)
[Prompt engineering](#)
[OCR & document AI](#)

TOOLS & DELIVERY STACK

[Productive.io](#) [Avaza](#) [Trello](#)
[Monday.com](#) [Microsoft Project](#)
[Basecamp](#) [Jira](#) [Confluence](#)
[Asana](#) [Slack](#) [Cypress](#)
[RumVision](#) [New Relic](#) [Hotjar](#)
[Google Analytics \(GA4\)](#)
[Google Search Console](#)
[Google Tag Manager](#)
[Google PageSpeed Insights](#)
[GTmetrix](#) [SEMrush](#)
[Bing Webmaster Tools](#)
[Microsoft Teams](#) [Zoom](#)
[Google Meet](#) [Google Workspace](#)
[Figma](#) [Adobe Photoshop](#)
[Adobe Illustrator](#)

DEV & INFRASTRUCTURE

[cPanel](#) [Plesk](#) [Cloudflare](#)
[ManageWP](#) [PHPMyAdmin](#)
[SSH](#) [MySQL](#) [SMTP](#)
[Mailchimp](#) [PowerShell](#)
[GitHub](#) [Google Maps API](#)

for land measurement with dynamic product recommendations. All owned from brief through to launch.

- Owned client communication from delivery and product teams through to C-suite; owned financial tracking and forecasting, managed cross-functional teams of developers, QA, and designers.
- On joining: rescued a stalled client account on the verge of walking and cleared a persistent agency-wide delivery backlog with projects sat in-progress for months. Rebuilt prioritisation, stabilised relationships, and got delivery moving.
- Inherited a poorly adopted Avaza instance and rebuilt it into the operational backbone of the agency, unlocking its full potential across project setup, budgeting, time tracking, and reporting. Trained PMs, Project Coordinators, and developers. Introduced ManageWP for update management.
- Established agency-wide delivery standards: mandatory acceptance criteria and structured briefs with video capture before work entered development. Introduced Cypress for automated regression testing.
- Representative clients: luxury retail (Noble Isle, Turnstyle Designs), automotive (Kawasaki), marine / yacht (Yacht Innovation), independent education, property and lettings, pharmaceutical CRO (Key Organics), hospitality (China Fleet Country Club), medical equipment (Bakare Beds), public sector (Vision Zero Southwest), and specialist eCommerce (Vospers Parts, Rodda's).

Project Manager / Lead Web Designer [Various Digital Agencies & Consultancies](#)

2002 – 2016

Across multiple agencies, working with well-known consumer brands and membership organisations in publishing, retail, and services, the early years were spent deliberately building breadth: development, design, server administration, data engineering, client relationships, and project coordination. Not because there was no one else, but because understanding every layer of a digital project creates a different kind of delivery leader. Over time, project and delivery management took centre stage as the natural progression, with the technical and commercial grounding built in those years becoming the edge that underpins everything since.

Work spanned WordPress, Drupal, Magento 1, WooCommerce, and a range of other CMS and bespoke solutions across a varied client and sector mix.

- Built and optimised WordPress and CMS-based platforms using Advanced Custom Fields and custom theme development; managed caching, performance tuning, and hosting environments including dedicated server and Plesk/cPanel administration.
- Managed affiliate network integrations across Affiliate Window, Tradedoubler, and others: owned data feed strategy and handled large-scale product imports across millions of SKUs.
- Drove membership growth and retention programmes for organisations with established audience bases, contributing across technical delivery, email campaign execution, and subscriber data management.

Founder & Managing Consultant [Vision2](#)

1999 – 2022

- Founded and ran Vision2 for 23 years as a delivery consultancy and agency partner, holding full P&L accountability, managing client relationships at director

and C-suite level, and overseeing everything from initial sales through to delivery governance and strategic support.

- Operated concurrently across direct client engagements and agency partnerships throughout, progressing from hands-on developer to senior delivery and commercial lead, building the technical breadth that underpins everything since.
- Directed platform strategy and integration architecture across multiple client portfolios: advising on build vs buy, platform selection, and integration design with genuine technical and commercial ownership throughout.
- Managed end-to-end platform migrations and replatforming projects across Magento 1 to 2, WordPress, WooCommerce, and other CMS platforms, including data extraction, sanitisation, and clean rebuilds from degraded codebases. Delivered across GDPR, WCAG accessibility, and PCI compliance requirements as part of project governance throughout.
- Built and managed teams of PMs, developers, QA, and designers across remote and hybrid environments, maintaining delivery quality, governance, and client relationships across a varied, concurrent portfolio.