# Quinn Daley

Inclusive leadership consultant & software product builder

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## Profiles

☛ name.pn/quinn-daley

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## Skills

### Tech leadership

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cultural transformation, communities of practice, line management, architecture, devops culture, capability frameworks

### Software engineering

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Ruby, Rails, AWS, CI/CD, IaC, OWASP, open source, Docker, Kubernetes, Go, JavaScript, TypeScript, Stimulus, Vue.js, Turbo, BDD, PostgreSQL, Python, Node.js

### Delivery management

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facilitation, coaching, mentoring, Agile manifesto, Nonviolent Communication, Thinking Environment, culture and cohesion

### Equity, diversity & inclusion

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accessibility, recruitment, allyship, trans inclusion, neurodiversity

### Company administration

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budgets, legal, GDPR, people

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I have over two decades' professional experience in software engineering & technical leadership, including heading up the engineering department at Citizens Advice 2021-2024.

I've returned to running my own business at Fish Percolator - developing my own products (including name.pn) alongside interim leadership contracts.

My interests are inclusive & accessible web technologies, cultural transformation of multidisciplinary teams and equity, diversity & inclusion.

The value I bring to any team is my unique perspective (from my background and many varied interests) and a kind of pragmatism and outcome-focus that gets the best people working together and delivering at pace.

## Experience

### Fish Percolator
Tech leadership consultant and full-stack engineer

Apr 2024 - present
West Yorkshire

🔗 https://www.fishpercolator.co.uk/

In Fish Percolator's second incarnation I have been focussing on contract work and my own product development, including name.pn (see below). I operate every aspect of this business myself including the majority of the coding and devops.

### British Red Cross
Technical leadership consultant

Sep 2024 - Apr 2025
Contract, remote (+ London)

🔗 https://www.redcross.org.uk/

I was brought in to help the Digital team at British Red Cross - a team of incredibly talented individuals who were not delivering on their product mission because of a number of interconnected factors.

- Culture, cohesion and communication: Following my work with the delivery team, everyone was excited about estimating the size of tasks, people were talking openly about their work every day, and everyone was coming together once a week to play board games.

- Engineering leadership: I worked with the engineering team to develop their understanding of the larger or more nuanced technical challenges and supported them to advocate for the best solutions.

- Leadership coaching: I mentored the engineering lead throughout the contract to take a more active role in the leadership of the wider team.

- As a leadership team member: I worked with them to build realistic and exciting goals for the product that everyone could get behind, and to actually deliver on those goals in a regular and repeatable way.

- Equity, diversity & inclusion: I supported marginalised members through coaching, setting up support circles and being visibly trans and autistic myself. I gave a well received talk on Nonviolent Communication at the tech team away day.

By the time I left, the product had actually started shipping regularly after years of not being able to!

## Volunteering

### Pride of Place Leeds
Board member & chair of Pride Place
**2023 - present**

🔗 https://www.prideplace.org.uk/

We are a non-profit building the Leeds's first multi-generational LGBTQ+ housing project and running Pride Place, the city's first LGBTQ+ community centre.

I am involved in the day-to-day operation of the business as a board member, and I am also in charge of all the tech including the Pride Place website and the videoconferencing facilities.

### Citizens Advice
Chair, trans & non-binary equity group
**2021 - 2024**

I chaired this group that provided peer support for trans staff & volunteers across the network of Citizens Advice charities on a daily basis.

### Yorkshire O.P.E.N
Co-organizer
**2012 - present**

🔗 https://www.y-open.org.uk/

Support group that I co-founded for non-monogamous people in the north of England.

Running this for so long has been a source of so much leadership experience as well as learning how to build safe, inclusive and accessible community spaces.

### Green Party of England & Wales
Various
**2015 - 2022**

I held various positions during my time in the party including: Local party coordinator, federation coordinator, Parliamentary candidate & member of groups drawing up national policy.

## Experience (continued...)

### Digital Urban                                Apr - Jul 2024
Tech lead                        Contract, Remote (+ Derbyshire)

🔗 https://digitalurban.place/

Strategic technical leadership and product development - building out a bespoke management platform for Digital Urban's 3d digital twin managed service.

This was a complete Rails application featuring geospatial mapping, access controls, asynchronous (Sidekiq) zipfile generation, project management capabilities (state machine, assignments, comments, email notifications) and embedding of image and third-party content, amongst other things.

Built from scratch including a regular user feedback cycle, full test suite and all the devops / NFRs in 45 working days.

### Citizens Advice                        Nov 2021 - Apr 2024
Head of software engineering            Hybrid (Leeds/London/remote)

🔗 https://wearecitizensadvice.org.uk/

I ran the engineering team at Citizens Advice: 40+ software engineers working across 11 digital products. 3 levels of line management with 6 immediate reports, including all the tech leads.

During my time as head of engineering, I created and oversaw the first few years of a major transformation towards a devops culture, including:

- Treating the deployment platform as a product and re-imagining infrastructure engineering as site reliability engineering

- Cultural transformation in product teams to owning their own non-functional requirements, shifting test engineering left and adopting dev/prod parity and continuous deployment

- Introduction of a community of practice to encourage sharing between product teams

- Various progression / capability framework changes to encourage a more diverse team with fewer power imbalances, including the introduction of an associate programme for newly qualified engineers

Holding a retro at the start of 2024, I validated the hypothesis that this transformation has made for happier, more engaged and more productive engineers and higher quality outcomes for stakeholders.

In this time I was also an active member of the national leadership team of Citizens Advice, taking on challenges related to national decision-making processes and recruitment & retention.

### Citizens Advice                        Sep 2020 - Nov 2021
Tech lead                        Hybrid (Leeds/London/remote)

I led the engineering half of the Content Platform product team: a strategic move from unstructured CMS to a bespoke platform based on structured & tagged content.

## Relevant interests
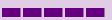
languages                    LGBTQ+

geography                    Kate Bush

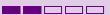neurodiversity               terrible puns

## Languages

### English
Native speaker

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### Esperanto

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### Italian

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## Awards

### Freelancer of the year, finalist
IPSE
### 2017
🔗 https://www.ipse.co.uk/

## Experience (continued...)

### Fish Percolator                                    Jul 2015 - Apr 2024
Full-stack engineer & managing director                           Leeds
🔗 https://www.fishpercolator.co.uk/

Fish Percolator's first incarnation was a software engineering consultancy, building seed tech for new startups.

I was directly responsible for the initial tech (all in Ruby on Rails) at Noiiz, Care View, Improve Your Accent, Digital Urban, Socialaser, Gigappy and more.

This period also included a Ruby devops contract at William Hill, during which I was named the MVP for open-source VM toolkit fog.io.

I was always dedicated to open source where possible and made dozens of pull requests to upstream projects as well as releasing gems of my own including the popular administrate-field-lat_lng. My proudest moment was getting a PR merged to core Rails itself!

I kept the business open during my time at Citizens Advice, focussing on my own product development, which has come to fruition in the second incarnation!

### Trend Micro                                        Jul 2010 - Jul 2015
Manager, Leeds Development Centre                                  Leeds

I joined a tiny Leeds startup as an engineering manager just as it was acquired by this multinational.

I quickly worked my way up to managing the whole site: a location which was tasked with both building/maintaining cloud-based products and bringing more of Agile/devops culture to an organisation that predated those ways of working!

### Transitive / IBM                                   Oct 2003 - Jul 2010
Lead software engineer                                       Manchester

Doing devops before devops was cool. I was part of a team building all the tech to test the company's virtual CPUs. We built things that looked a lot like Chef, Github (PRs on top of CVS!), Github Actions and more, years before these were available as products.

## Projects

### name.pn
🔗 https://github.com/fishpercolator/name.pn/

Open-source Rails-based product for people to share how their name is used, and their pronouns and pronunciation. Has gained over 3000 "real" organic users without any marketing. Source code and tests are available at the link.

### Likely2
🔗 https://likely2.com/

A daily game that is all about putting gratitude out into the world.

Built in Nuxt 4 and Cloudflare workers / D1.

## Education

### University of Manchester                                        2003
Computer science                                                    BSc
Honours, first class