

Karel Malbroukou Moendzenahou

Technical Product Owner | Product Strategy · Roadmaps · TypeScript · AWS · AI

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Summary

I build things, and I own what happens to them. Products, platforms, and the roadmaps behind them.

Technical Product Owner and founder. 15+ years in software, much of it owning products end-to-end. Right now I'm running two startups, CultivX and Rhizo, where I own every product decision from discovery to App Store.

Formal PO track record: PO / CX professional at ANZ (hired a team, got funding for two more), Tech Product Owner on ANZ's Credit Decisioning Platform, and product lead for MYOB's CI/CD platform.

I sit between engineering and the business. I can write the ADR and the roadmap. I run discovery, prioritise hard, and ship.

Skills

Product: Product ownership and strategy, roadmaps, discovery and customer research, backlog management, prioritisation, OKRs, vision-setting, stakeholder management, demos and design walkthroughs.

Delivery: Agile, cross-functional team leadership, CI/CD, release planning, hiring and team building, coaching engineers.

Technical depth: TypeScript, JavaScript, Node.js, React, Next.js, React Native. AWS (certified), Cloudflare. I read and write the code, so I scope and prioritise with engineers, not just for them.

AI / ML: LLM products, AI agents, ComfyUI workflows, AI video and image generation. Built and shipped AI-powered consumer products.

Leadership: Executive stakeholder management, ADRs, vision and roadmap building, hiring, coaching, running hackathons.

Experience

Founder, CultivX & Rhizo

Jun 2023 to now

Australia, self-employed. Building kickass mobile apps and regenerative-living products.

- Founder of CultivX (AI mobile apps) and Rhizo (regenerative living). I own the product end-to-end. Vision, roadmap, discovery, build, launch, iterate.
- Loovie. AI video maker for iPhone and iPad. I defined the product, prioritised the feature set, designed the UX, and built it. Revenue-generating, on the App Store.
- ZeroMiss. Smart alarms product that syncs meetings, meds, and routines. Concept to App Store. Revenue-generating.
- HykeFresh and Veggiecrush. Two more products taken from idea to live, with real users.
- Day-to-day: customer discovery, prioritisation calls, roadmap decisions, plus the full-stack build. I can write the ADR and the roadmap.

Lead Engineer at MYOB

Sep 2022 to Jun 2023

Contract. Melbourne, Australia.

- Lead engineer for MYOB's CI/CD platform, with product management responsibilities for the platform.
- Coached, mentored, and tech-led a team of junior to mid-level engineers.
- Facilitated workshops to understand internal customer pains and needs, and used those insights to drive the strategic CI/CD solution.
- Built the vision and strategy for the future of CI/CD at MYOB.
- Built product roadmaps and inspired teams and senior stakeholders around them.
- Built a set of principles and standards for our teams.

Multiple roles at ANZ

Jun 2019 to Sep 2022

Full-time. Melbourne, Australia. 3 yrs 4 mos.

- PO / CX professional (Apr 2021 to Sep 2022). Hired and led the Engineering Experience team. Owned the internal Cloud portal product and its strategy. Got funding for two new teams. Ran the internal quarterly Hackathon. Drove a customer-first culture.
- Tech Product Owner (Jun 2019 to Jul 2020). Product owner for the Credit Decisioning Platform. Owned the backlog and priorities. Scaled the on-call rotation from one to four people.
- AWS Lead Engineer (Jul 2020 to Apr 2021). Designed and built solutions for internal customers between the two product roles.

Full Stack Consultant at ClearRoute

Nov 2024 to Jul 2025

Contract via CultivX. Melbourne, Australia.

- Built a Developer Experience (DevEx) platform from scratch. Full ownership of frontend and backend.
- Owned UI design and architecture decisions, including writing ADRs and getting them reviewed.
- Ran demos and design walkthroughs with stakeholders.
- Stack: TypeScript across the stack.

Security & AWS Replatform Lead at SelfWealth

Jun 2023 to Jun 2024

Contract via CultivX. Melbourne, Australia.

- Led security and AWS replatforming for a publicly listed share-trading platform.
- Designed and implemented a complete new AWS tenancy. Security controls, IAM, networking, auditing.
- Led the complete migration from the legacy environment into the new tenancy.
- Stakeholder management with the executive team.

Full Stack Engineer at Exo Digital

Aug 2024 to Oct 2024

Contract via CultivX. Melbourne, Australia.

- Built a website to match degrees between universities.
- Full-stack engineering. TypeScript across frontend and backend.

Earlier roles

2007 to 2020

- Lead Frontend Engineer at FLEWiD Technologies (Apr 2020 to Mar 2021, Contract). Built e-commerce portals from scratch. Backend-for-frontend. Trained juniors. Future-state strategy.
- Lead Engineer at irexchange (Nov 2018 to May 2019, Contract). API plus queue-driven micro-services. First mobile portal experience.
- Delivery Engineering Lead / Acting CTO at Blockchain Tech (Jan 2018 to Oct 2018). Immutable automated delivery. Security model. Worked with team and CEO on long-term strategy.
- Tech Co-founder at Carloop.com.au (Feb 2017 to May 2018). Built event-driven cloud platform from scratch.
- DevOps Consultant at Cevo Australia (Apr 2016 to Jul 2017). Clients: REA, Aconex, Monash, irexchange. AWS migrations, CD pipelines, ADFS-AWS integration.
- Senior Systems Engineer at Sportsbet (Aug 2015 to Apr 2016).
- Lead Site Operations / Site Availability Engineer at REA Group (Apr 2011 to Aug 2015). Managed ops team. Reduced AWS account plus VPC setup from 2 weeks to 30 mins. Reduced app deployment from 1 to 2 weeks down to a day. Trained developers on operations.
- Earlier: AMEN (Paris, web hosting). PowerE2E (China, B2B). SUPINFO (Linux trainer, Reunion Island then China).

Certifications & training

- AWS Certified. Linux LPI 101 / MCU / MCA.
- Customer Experience Strategy and Design at RMIT (2022).
- AWS Architecture Training (2013). Akamai Training (2014). PCM Training (2016).
- SUPINFO (2004 to 2007). Cisco, Linux, Solaris, Java, Oracle, VoIP, Microsoft, .Net.

- BTS Computer & Networks (2002 to 2004). C/C++, ASM, TCP/IP, Algorithmy, UML.

Languages

- French (native). English (fluent). Mandarin Chinese (basic). Japanese (basic).