Curriculum Vitae

Bruce J. Harrod

IT Consultant, Software Developer & Entrepreneur

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Focus

Core Services

Specialized expertise driving digital transformation and business growth

IT Consulting

Strategic guidance and technical leadership for enterprise digital transformation initiatives

- Digital Transformation Strategy
- Technical Architecture & Planning
- Project Management & Delivery
- Business Process Optimization
- Technology Stack Selection
- Team Leadership & Mentoring
- Agile & Scrum Methodologies
- Requirements Analysis
- Risk Management
- Quality Assurance

AI & Automation

Building intelligent systems and conversational AI solutions to automate business processes

- LLMs (OpenAI, Anthropic, Gemini)
- Prompt Engineering & Business Integration
- RAG Architecture
- AI Agents & AutoGen
- Machine Learning Fundamentals
- Natural Language Processing
- AI Model Fine-tuning
- Vector Databases
- Conversational AI Systems
- AI Workflow Orchestration

Cloud & DevOps

Scalable cloud infrastructure design and automated deployment pipelines for modern applications

- AWS
- Azure
- Google Cloud Platform
- Docker
- CI/CD Pipelines
- Infrastructure as Code
- Kubernetes
- Terraform
- Serverless Architecture
- Monitoring & Logging

Overview

Introduction

Professional background and expertise spanning two decades of software development

Professional Background

With over 20 years of experience in software development, I have cultivated expertise across all facets of full-stack web development. My comprehensive background encompasses ergonomics (UX), networking, design, development, and practical business administration, equipping me with a unique and highly sought-after skill set.

This diverse expertise has enabled me to conceive, prototype, develop, and design numerous bespoke applications. While some of these projects have been academic, many have evolved into successful, growing businesses.

In addition to my daily coding activities, I have led teams of designers and developers, crafted detailed technical specifications, and consulted on enterprise-level projects. I have extensive experience in business ownership and management.

Experience

Professional Timeline

Career progression from developer to technical director and business partner

ScaleMind Consulting CURRENT

IT Consultant & Full Stack Developer

2025 - Present

AI-driven business automation, conversational AI systems using RAG architecture, AI agents for customer service and lead qualification, and enterprise workflow integration across CRM, ERP, and finance systems.

GenSix Digital

Technical Director, Co-founder & Partner

2016 - Present

General business administration and oversight of the company's technical direction. Current portfolio includes: Western Province Cricket, Vital Health, Ina Paarman, Pam Golding, Goldfish, National Luna, Eezi-Awn, and 450+ web projects.

ScrubBill.com

Technical Director, Co-founder & Partner

2018 - Present

Designed and developed the initial prototype and production version of the ScrubBill application. Oversee refinement and new product development including v2.0 rebuild with Go-Lang and C++. Supporting 500+ stores with 30+ courier integrations.

TradeSafe.co.za

Technical Director, Co-founder & Partner

2014 - 2018

Designed and developed the initial prototype and production version of the TradeSafe application. A significant share was sold to Standard Bank in 2019.

1 Call ASAP / Claims Solutions

Technical Director & Partner

2008 - 2018

Joined as partner to reduce overheads and modernize business processes. Developed a bespoke extranet application that significantly reduced staff requirements and increased client servicing capacity.

Generator Consulting

Technical Director & Partner

2005 - 2016

Initially hired as Project Manager in 2005, promoted to Technical Director and later Partner in 2007. Managed a team of over 30, producing industry-leading work and earning multiple awards. Merged with 6AM Media to form GenSix Digital in 2016.

Tiscali

Web Designer & Developer

2004 - 2005

Specialized in Flash, JavaScript, and PHP development.

Skills

Skills & Expertise

Comprehensive technical skill set across modern development and cloud technologies

Areas of Expertise

Software Developer, Graphic & Digital Designer, UI & UX Consultant, Rapid Prototyping & Product Developer, System & Information Architect, Project Manager, AI Solutions Consultant

IT Consulting

Digital Transformation Strategy, Technical Architecture & Planning, Project Management & Delivery, Business Process Optimization, Technology Stack Selection, Team Leadership & Mentoring, Agile & Scrum Methodologies, Requirements Analysis, Risk Management, Quality Assurance

AI & Automation

LLMs (OpenAI, Anthropic, Gemini), Prompt Engineering & Business Integration, RAG Architecture, AI Agents & AutoGen, Machine Learning Fundamentals, Natural Language Processing, AI Model Fine-tuning, Vector Databases, Conversational AI Systems, AI Workflow Orchestration

Cloud & DevOps

AWS, Azure, Google Cloud Platform, Docker, CI/CD Pipelines, Infrastructure as Code, Kubernetes, Terraform, Serverless Architecture, Monitoring & Logging

Full-Stack Development

JavaScript, Python, PHP, Go, React, Vue, Laravel, Node.js, SQL, TypeScript, HTML/CSS, Tailwind CSS, WebSockets, Git Version Control, Testing (Jest, Pytest), Astro

Integration & APIs

REST APIs, GraphQL, Salesforce, Zoho CRM, Shopify, WooCommerce, Courier APIs, Webhook Integration, OAuth & Authentication, Data Transformation, ETL Processes, API Gateway, Message Queues, Microservices

Design & UX

UI/UX Design, Rapid Prototyping, Data Visualization, Information Architecture, Wireframing & Mockups, User Research, Accessibility (WCAG), Responsive Design, Design Systems, Adobe Creative Suite, Figma

Portfolio

Notable Projects

Signature projects demonstrating technical innovation and business impact

Data Visualization & UX
TradeLink

Audited systems and produced a unified front-end framework including graphing and reporting dashboards for their SaaS transition.

Financial Escrow Services
TradeSafe

Designed step-by-step transaction process ensuring compliance with FSB laws and data privacy regulations.

Cryptocurrency Arbitrage
[Redacted]

Private application to capitalize on arbitrage opportunities during the digital currency boom with automated trade execution.

Courier Logistics Platform
ScrubBill

Collects online orders, corrects addresses, and generates quality waybill manifests. Supporting 20+ SA couriers and major e-commerce platforms.

Call Centre Management
1 Call Claims Solutions

National intranet to collate insurance claims from multiple vendors with dashboard optimization.

CRM Integrations
Various NGO/NPOs

Assisted organizations with Salesforce and Zoho CRM integration to enhance operational efficiency.

Brand Partners

Western Province Cricket
Cricket organization providing community access and opportunity through sport.

Ina Paarman Foods
Renowned South African food brand emphasizing quality ingredients.

High Constantia Wines
Historic wine estate producing elegant wines in Constantia Valley.

CNDV Landscape Architects
Leaders in landscape architectural design and urban planning.

Mainline Civil Engineering
Specialists in pipeline construction and tunnelling projects.

Pam Golding Properties
Leading South African real estate and property services group.

National Luna
Premium camping and 4x4 equipment manufacturer since 1968.

MultiSnack
South African snack food manufacturer and distributor.

Vital Health
South Africa's leading vitamin and health supplement manufacturer.

StoneX Stadium
Diverse venue for celebrations, conferences, meetings, and weddings.

Augustine Medical
Medical industry distributor with over 24 years of experience.

Pineland Environmental Technology
Pollution control products supplier since 1991.

Chasing Smiles
Non-profit bringing sports and happiness to underprivileged children.

Goldfish
Innovative swim school delivering quality aquatic education.

Eezi-Awn
World-renowned rooftop tent and camping equipment innovator.

Structaform
Concrete formwork and construction equipment supplier.

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Education

Education & Certifications

Academic foundation and professional certifications in technology and design

2001	**Microsoft Certified Professional**	Self Study
1999	**Microsoft Certified Systems Engineer**	Abraxas Technologies
1997	**Auto-CAD v17.0 Certification**	CAD Training & Consultants (London UK)
1993-95	**BTech, Industrial Design**	Cape Peninsula University of Technology
1992	**BSc, Building Science (1st year)**	University of Cape Town
1987-91	**Matriculation with Exemption**	Wynberg Boys High School

Contact

Personal Details

Ready to discuss your next project or explore collaboration opportunities

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Location
Tokai, Cape Town, South Africa

Nationality
South African

Languages
English, Afrikaans

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