



# Jason Adriaan

HEAD OF DIGITAL OPERATIONS

## Details

Hyde Park  
2196, Johannesburg  
South Africa  
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[jasonadriaan@gmail.com](mailto:jasonadriaan@gmail.com)

### NATIONALITY

South African

### DRIVING LICENCE

Yes

### DATE / PLACE OF BIRTH

15 September 1988  
Port Elizabeth, South Africa

## Skills

Software Development  
Digital Business  
Digital Marketing  
Business Management  
Video On Demand  
OTT

## Hobbies

Building Apps, Gymming, Making  
Food & Producing Video Content

## Languages

English

Afrikaans

## Links

[jasonadriaan.com](http://jasonadriaan.com)

[linkedin.com/in/jasonadriaan](https://linkedin.com/in/jasonadriaan)

## Profile

Experienced digital business manager with more than a decade of experience building, maintaining, and running successful digital divisions within large corporations. Dedicated team leader with the ability to effectively manage and achieve project goals, leveraging my understanding of complex systems engineering concepts. Adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners.

## Education

### BSc Informatics, University of South Africa, Johannesburg

JUNE 2014 – DECEMBER 2020

I completed my Bachelor of Science in Informatics majoring in Information Systems through the University of South Africa (Qualification code: 98907 - INF) with 6 distinctions in the final year. The degree focused on Information Systems, Business Management and Computer Science.

### PDM in Digital Business, Wits Business School, Johannesburg

JANUARY 2023 – DECEMBER 2023

I completed my Post-Graduate Diploma in Management specialising Digital Business (NQF 8) through the University of Witwatersrand

#### Core courses included:

- Business Strategy for a Digital World
- Digital Technology Fundamentals
- Marketing for Digital Business
- Innovation and Entrepreneurship for Digital Business
- Digitalising Operations
- Digital Readiness, Transformation and Change Management
- Talent Management for Digital Business
- Customer Experience Management
- Systems Thinking in the Digital Economy
- Digital Business in Africa

## Courses

### Introduction to Java, University of South Africa

JANUARY 2019 – DECEMBER 2019

### PTE Academic English, Pearson

MARCH 2023

## Employment History

### Head: Digital Operations, eMedia Holdings, Johannesburg

SEPTEMBER 2021 – OCTOBER 2023

Digital Business Head within the eMedia group, reporting directly to the C-Suite. I managed strategy, operations, and technology for all businesses within the group including eTV, eNCA, OpenView and eVOD.

### Head of Development, eNCA, Johannesburg

MAY 2013 – AUGUST 2021

#### Responsibilities:

- Report directly to the eMedia Group CTO
- Investigate and deliver projects as prioritised and delegated by C-suite.
- Act as the principal software architect on new technology projects
- Oversee the development and delivery of the product based on business requirements
- Manage the department budget and invoices
- Run vendor selection processes for the business
- Manage vendor performance against clearly defined KPIs
- Perform requirement gathering on new projects and define the product backlogs
- Serve as a product manager and interface with marketing, sales, technology and business

#### Projects Delivered:

- eTV website rebuild
- eNCA Web, iOS & Android app development
- eNCA infrastructure migration
- Internal eNCA Financial API development
- Internal eNCA Video Crowdsourcing System
- Browsi & Google Ad Manager Integration on eNCA
- eMedia Group EPG API development
- Openview website rebuild
- OpenNews Web, iOS & Android app development
- Internal Openview analytics dashboard development

### Lead Developer, eNCA, Johannesburg

OCTOBER 2012 – APRIL 2013

I joined eNCA to set the technical direction of the online business. During this time I oversaw the launch of a marketing site, a mobile news site and a desktop website.

My responsibilities included the management of the product development team, building a scalable and reliable news product and building a technical foundation for the business into the future. In 2013 I officially took over the Head of Development position at eNCA. The product serves more than 3 million monthly users and scales to more than 50 000 concurrent connections. We launched applications for iOS, Android and Samsung TVs in 2014.

## **Freelance Developer, Various**

OCTOBER 2011 – JUNE 2012

I did freelance work on projects for Vodacom, Ernst & Young, Pepsi, Cerebra and Inquisition

## **Junior Developer, UCT DPRU, Cape Town**

JUNE 2011 – OCTOBER 2011

Built the first DPRU (Development Research Policy Unit) website in Drupal.

## **Extra-curricular activities**

### **Executive Producer, Misfit Media Pty Ltd, Johannesburg**

I enjoy the entertainment industry and help produce comedy shows with my brother. I assist in producing some of the stand-up shows.

## **References**

### **Marlon Davids (Managing Director) from eTV Pty Ltd**

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### **Antonio Lee (COO) from eMedia Holdings**

Antonio.Lee@etv.co.za | ☎ +27 (82) 884-0269☎