

Search Strategy

Matty Whalley

Engineering Leadership

Promoted twice in two years, still hands-on. This scan targets Tech Lead, Engineering Manager, and Head of Engineering roles where leadership and hands-on delivery both matter.



Recommended Keyword Matrix

Built from Matty Whalley's resume. Every layer below feeds Stage 2 scoring directly.

JOB TITLE	Engineering Team Lead (+3), Tech Lead (+3), Salesforce Practice Lead (+2), Technical Team Lead (+2), Engineering Manager (+1), Head of Engineering (+1)
SKILL	Team Leadership & Mentorship (+3), Technical Program Delivery (+3), Vendor & Contract Negotiation (+3), Cross-Functional Collaboration (+2), Hiring & Interviewing (+2), Platform Capacity Governance (+2), Stakeholder Management (+2)
TOOL / FRAMEWORK	Dataloader (+2), Salesforce Platform Apex/LWC (+2), MongoDB (+1), Node.js (+1), RingCentral (+1), TypeScript (+1)
INDUSTRY	InsurTech (+3), Enterprise Software (+2), Financial Services (+2), Insurance (+2)
SENIORITY	Hands-On Technical Leadership (+3), Engineering Management (+1)
LOCATION	Remote, Canada (+2), Toronto, ON (+2)

Recommended Rule Set

Points per match, by layer

Job Title	+6
Skill	+6
Tool / Framework	+4
Industry	+1
Seniority	+1
Location	+2

HIGH	10+ points
MEDIUM	5-9 points
LOW	Below 5 points

Notes from this scan

- Title layer includes both individual-contributor-adjacent titles (Tech Lead) and formal management titles (Engineering Manager, Head of Engineering), since Matty's resume shows real range across both, see the Career Bio's honest gap on formal headcount.
- Astra North Infoteck posts a very high volume of postings across many unrelated tech stacks. Several of their Tech Lead and Technical Delivery Manager titles were real leadership fits the automated score missed on tool keywords alone.
- Seniority weights Hands-On Technical Leadership above Engineering Management (+3 vs +1) to reflect that Matty's strongest search angle is player-coach roles, not pure people-management positions.