

Function Description

Function	Digital product & AI lead
Process	P1 Product Development
Reports to	General Management (CEO, CTO, COO, CFO depending on project)

Function and tasks

As a cloud software & AI lead you are responsible for building and improving Ellio's suite of software products. This includes our internal business software system as well as our dealer portal and the planned development of a customer portal, Ellio app, IoT backend and many more, all with an eye on integrating our physical products and processes into a digital Ellio experience. You lead a team of **2-4 internal and external software developers** and you work hands-on together with them to build and implement products. You'll have to work closely together with the mechanical engineering team (lead) to integrate software and hardware. You ensure that new products, features and subsystems are well implemented end to end, including ownership of releases to internal and external customers.

In this role, you will take on complex design problems that are presented as user expectations and customer feedback. You will translate customer expectations, testing results and quality issues into concrete technical objectives and into precise specifications for subsystems and technologies that can also be delegated within the team or to technical partners.

Through excellent stakeholder management, you ensure that key decisions and risks on design, cost, quality and timing are well communicated and regularly reviewed through the development lifecycle. You ensure that any product decisions are aligned with the company vision and you provide valuable input to the (digital) product strategy. You also consult the management team directly on the strategic direction concerning software development and the use of software throughout the organisation.

Formulating a strategy for the use of AI - not just in software development but throughout the organisation - is a key aspect of your role. We expect you to integrate your vision of what AI can do into concrete processes both within your team and throughout the organisation, using your products as the vehicle to bring the power of AI to every employee in the company that might benefit from it. You work with team leaders to design policies that combine security with effectiveness and you educate your peers on the use of AI in their daily work.

Task examples

- **Immediately when starting:** Build an Ellio app for riders to complement the physical product experience by adding e.g. remote access, electronic lock, geolocalisation,...
- **Within 6-12 months:** Design a customer service platform in the Ellio app that allows customers to report problems with their bikes and that offers them a seamless experience throughout the repair process
- **Within 6-18 months:** Develop an AI-assisted application that helps technicians diagnose field issues and optimise their planning

Current tech stack (you should feel confident with it but we like you to be technology agnostic)

- AWS & Google Cloud
- Java (Spring Boot)
- PostgreSQL
- Typescript (React)
- Claude Code / Claude AI
- We work in a Google Workspace environment

Competencies and Profile

You are a solution oriented developer that is passionate about building products that are used day by day by professionals and leisure riders alike. The tangible value you create for the user is what drives you and you like going out to where these users are to find out how you can further improve your product, whether that is the production hall, out on a bike ride or behind a purchaser's desk. You understand that you need a strong team and an effective process to optimise results and you are willing to invest in those. Your curiosity for new developments in your field motivates you to stay up to date with the state of the art in the industry. Meanwhile, your sense for sound business decisions makes you weigh the costs of new technologies against their benefits for your operation.

Technical expertise is one of our company values and we expect every team lead to be an expert in their field and to participate hands-on in their team's work. You can cover everything from high-level abstract problem-solution fit down to writing the specific lines of code and you can work full stack - from maintaining cloud infrastructure to creating visually appealing frontends. Where specific expertise is required, you are responsible for finding it and judging its quality.

Experience and education expectations

- Engineering degree in computer science or similar
- Minimum 6 years product development experience
- Proven project management skills
- Strong communication skills
- Proven Customer-centric thinking
- Ability to lead virtual teams
- Experience with continuous improvement methodologies is an advantage
- Languages: NL (fluent); EN (fluent)