

Fitore Jaha-Price

www.fitorejaha.com

Toronto, ON

Education

B.Sc. in Computer Sciences,
Hadassah Academic College,
Jerusalem, Israel

Languages

English, Albanian, Hebrew,
Croatian, Intermediate French

Engineering leader with 20+ years scaling products, platforms, and teams, now focused on what happens when AI reshapes how engineering organizations work. I build the operating structures that make AI shippable in regulated environments: governance scaffolding, semantic layers, and the developer experience foundations that let teams move fast and stay auditable. I think in systems, with deep care about the humans who are part of them.

EXPERIENCE

EQ/EQUITABLE BANK

Aug 2024 – Present
Hybrid, Toronto, ON

EQ Bank, the Fintech division of Equitable Bank—Canada was established 50+ years ago and holds \$74B+ in assets. Focused on delivering secure, CDIC-insured banking with no hidden fees.

Director of Engineering: Personal/Retail Banking & Communities

Reporting to the CTO, leading technical strategy, platform architecture, and investment decisions across EQ Bank's primary revenue-generating domain with ~40 people across four product teams and two cross-platform guilds. Scope spans the full customer journey (growth, onboarding, daily banking, savings), the AI platform infrastructure, and the engineering contribution to merger architecture.

- Retail/Personal product suite: leading the engineering teams that own the customer journey end to end. Starting with MarTech campaigns and growth funnel via onboarding flow, to daily banking with tax-optimised accounts, and long-term savings. The Notice Savings Account launched by our domain is cited in EQB earnings releases as a significant driver of customer and deposit growth with high NPS scores. This is the product breadth underneath the platform work.
- AI-augmented engineering platform: building the harness toolkits and infrastructure that lets developers use AI productively + safely to ship the product roadmap. An MCP Gateway architecture establishing governed, auditable access to agentic tooling (SSO-enforced identity, RBAC per tool, PII redaction); a compliant AI Agent SDLC in partnership with the AI CoE covering intent specification, validation checkpoints, and audit-compatible outputs; and active prototyping with staff engineers on LLM-assisted workflows and model routing. This goal is developer augmentation in service of the roadmap, not just AI adoption as an end in itself.
- Ontology and semantic layer: partnering with the Data organisation to design the shared ontology and semantic contract for financial data across merged entities, operationalized in code.
- Merger architecture: lead the engineering contribution to merger platform strategy. A unified architecture proposal covering canonical domain model, identity federation, compliance-grounded data layers, and omni-channel

interfaces, towards conversational banking. Delivered as a structured planning artifact across executive and technical audiences. Co-published ADRs with staff engineers to distribute architectural decision-making without centralising every call.

- Platform modernization: modernising core UI platform through domain-driven design, BFF with GraphQL, and UI decoupling to improve feature delivery speed and release reliability. Partnered with SLT to introduce engineering investment categories (KTLO vs. net new) to make platform funding visible and defensible.

WAVE HQ

Aug 2022 – Aug 2024

Remote, Toronto, ON

Wave is one-stop money management for small business owners offering Invoicing, Payments, Accounting, Payroll and Banking tools as a single financial management solution.

Senior Engineering Manager: Accounting, Wave Money and Entitlements

Reported to the VP of Engineering, leading 3 fully remote product domains with up to ~20 direct reports including managers. Scope spanned ML-driven automation, mobile product strategy, and the monetisation infrastructure that governed feature access across Wave's entire product surface.

- Accounting: led the Accounting product engineering team providing ML-driven transaction categorisation (improving reporting accuracy) and deduplication (reducing reconciliation errors). Launched Receipts OCR integration where computer vision improved the UX for automated expense capture.
- Wave Mobile app and Wave Money: championed Wave Money, a small-business credit card with embedded accounting, as the flagship feature of the Wave Mobile app launch. Led end-to-end sunset when the strategic decision was made: migration sequencing, stakeholder communication, and resource reallocation with zero user disruption.
- Entitlements, cross-sell and monetisation layer: launched Wave's SaaS tier transition. The API and data model changes enabled tiered feature access and subscription billing across web and mobile. Entitlements was the integration point between products, governing what each user could access and enabling the cross-sell surface between them.
- Engineering operating model: built the cross-engineering operating infrastructure for the incident response practice, developer tooling and technology working groups. Coached and promoted multiple engineers into Staff IC and EM roles.

WEALTHSIMPLE

Aug 2021 – Jul 2022

Remote, Toronto, ON

Wealthsimple provides powerful, forward-thinking financial tools trusted by millions of Canadians to help them grow and manage

Engineering Manager, Enablement Platform

Led a fully remote team delivering internal tooling for Financial Operations, Client Success, and Engineering. Focused on security, privacy, and data integrity for sensitive client data.

- Governance by design: built Fraud Case Management tooling with row-level data masking, need-to-know access controls, and end-to-end audit trails embedded from the start (policy-as-code). Every fraud and security

their money.

**GOVERNMENT OF CANADA:
CANADIAN DIGITAL
SERVICE / SERVICE
NUMÉRIQUE CANADIEN**

Sept 2020 – Sept 2021

Remote, Toronto, ON

The Canadian Digital Service teams up with federal departments and agencies to put people's needs at the centre of government services.

**CBC/RADIO-CANADA,
CORUS ENTERTAINMENT
(SHAW MEDIA),
WORKOPOLIS,
CRITICAL MASS,
CBC MUSIC,
VODAFONE New Zealand,
CENTRAL 1,
LAT49,
WORIO/FLIPBOARD,
ANSWERS.COM,
THE HEBREW UNIVERSITY OF
JERUSALEM**

operation was auditable by architecture. The philosophy then propagated across the broader internal platform.

- Internal platform architecture: designed and championed a private API gateway as the governed access layer for Wealthsimple's internal tooling, enabling low-code UI development while centralising backend services behind a single auditable surface. Initially deployed for Fraud and Security; extended across Trade, Cash, Invest, and Crypto. (React, Ruby microservices, GraphQL, Kafka.)

Principal Developer & Engineering Manager

Hired as Principal Developer and promoted to Engineering Manager, leading the GC Forms platform. This enabled all government agencies to start moving static forms online securely, accessibly, and at scale.

- Platform architecture: defined the full technical architecture for GC Forms via AWS-managed backend services, React/Next.js frontend, WCAG-compliant shared component system. Built the form viewer, form builder, and data management layers as distinct, maintainable surfaces.
- Design system leadership: championed a government-wide design system that grew beyond GC Forms into a standalone capability with its own dedicated team; built to outlast the project that started it.

Earlier Career · Technical Lead & Staff IC · 2003–2016 Highlights

- National media platform at scale: led architecture and delivery of CBC.ca and harmonisation of gem.cbc.ca and ici.tou.tv into a single bilingual OTT platform, scaling national coverage for 18M+ users.
- Early ML and discovery: contributed to ML-driven discovery and recommendation features at early-stage startups (Worio/Flipboard, Answers.com), blending UI engineering with information retrieval systems.
- Regulated fintech: delivered bilingual, WCAG-compliant banking and fintech solutions for Central 1 (MemberDirect) and CitiBank across web and mobile.