

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 of international experience modernizing and scaling platforms across fintech, media, telecom, startups, academia and government.

- I translate strategy into execution by aligning technical investments with business priorities, balancing reliability with innovation.
- Known for systems thinking and architecting scalable, resilient platforms across all tech stacks, including AI-driven ecosystems.
- I lead pragmatically, empathetically and calmly to grow thoughtful, high-performing individuals on both management and senior IC tracks.

EXPERIENCE

EQ/EQUITABLE BANK

Aug 2024 – Ongoing
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: Retail Banking & Communities

Reporting to the CTO, I support tech strategy, budgeting, vendor management, resourcing (full-time + contractors), engineering metrics, incident response, and agile processes across Retail Banking & Communities domain, Growth and Deposit streams, and two cross-platform Guilds with over ~40 people.

- I lead 4 product teams (MarTech, Growth, Accounts+Investing & Retail Platform Foundations) and 2 FE+BE guilds, delivering secure, user-centric, scalable financial services while modernizing legacy platforms and preparing for AI-enabled capabilities.
- I'm modernizing core platforms through UI decoupling, design system rollout, and introduction of BFF with GraphQL, paired with DDD. These efforts are improving feature delivery speed, NPS, and release reliability
- Successfully partner with Product leadership to allocate funding for platform efforts alongside new capabilities. Also, collaborate with SLT to introduce engineering investment categories to track KTLO vs new work and improve resource visibility.
- Establish a production readiness framework with our AI CoE, towards a compliant AI Agent SDLC. Bridging the gap from R&D to production readiness, in our high-stakes regulated environment.
- Continuously improving engineering culture by coaching EMs and senior ICs, establishing IC to manager pathways, transitioning contractors to FTE, and creating repeatable structures for cross-team collaboration. My Tech Talks and Guilds actively promote innovation, best practices, and AI literacy, raising technical standards and cross-team expertise.
- Partner with data teams to establish a shared ontology for managing large volumes of sensitive data, ensuring consistent system definitions, faster delivery, and reduced compliance risk.

- Support operations for Finance, Legal, Risk, Compliance and Security to embed automated audit-ready controls and ensure regulatory compliance.

WAVE HQ

*Aug 2022 – Ongoing
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 and scaled 3 cross-functional teams with ~20 direct reports at times, including managers.

- Partnered with SLT, Product, Design, Finance, Risk, Compliance, Security, and Data to launch the Wave Mobile app, Receipts OCR product, ML-driven Accounting features, and SaaS tiered monetization for 2M+ users.
- Defined and executed multi-surface technical strategy (web, mobile, backend, cloud) for sunseting apps like Wave Money and launching new monetized features, integrating Accounting with Financial Services using Go, AWS serverless, React/Native and GraphQL.
- Coached and mentored future managers and tech leads, preparing ICs for Staff or EM roles and building a sustainable leadership pipeline.
- Led cross-engineering initiatives for Incident Response, Developer Tooling, and Working Groups, improving operational excellence, team norms, system observability, reliability, productivity, and alignment across domains.

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 their money.

Engineering Manager, Enablement Platform

- Built and led a fully remote team delivering internal tools for Financial Ops, Client Success, and Engineering, with focus on security, privacy, and data integrity for sensitive client data.
- Championed decoupled architecture via a private API gateway, enabling low-code UIs while centralizing backend services; initially for Fraud and Security tooling, later extended to Trade, Cash, Invest, and Crypto.
- Launched Fraud Case Management tooling and introduced auditability/data masking solutions, improving investigation workflows and supporting a “need-to-know” data philosophy across internal platforms.
- Partnered cross-functionally with product, design, and engineering to define technical strategy, implement best practices, and deliver scalable, resilient internal systems via React, Ruby microservices, GraphQL, and Kafka.

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.

Principal Developer & Engineering Manager

- Hired as Principal Developer and promoted to Engineering Manager, leading and mentoring a team supporting GC Forms, a platform enabling all government agencies to move static forms online securely, accessibly, and at scale.
- Defined the technical architecture across form viewer, form builder, and data management systems, selecting AWS-managed backend services and React/Next.js for the frontend to ensure robust, maintainable, and scalable solutions.
- Acted as technical lead and hands-on contributor while coaching engineers,

- fostering career growth, and establishing engineering best practices.
- Contributed to design system initiatives guiding the next generation of accessible, user-centric government web experiences.

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

*June 2003 – Feb 16
Canada, Israel, New Zealand*

Technical Lead and Senior/Staff IC Highlights

Over a decade of Senior IC development experience delivering large-scale web, mobile, and fintech platforms. Implemented responsive redesigns, accessibility initiatives, CMS and API integrations, and mentored teams across major brands (CBC, Global TV, Vodafone, CitiBank, Central 1 etc).

- Led architecture and delivery of CBC.ca's dynamic content feeds and harmonization of gem.cbc.ca and ici.tou.tv into a single bilingual OTT platform, scaling national coverage of Elections, Olympics, and flagship events for over 18 million users.
- Built and scaled platforms for leading media and telecom brands (CBC, Global TV, HGTV, Slice, ET Canada, Food Network, Vodafone), integrating CMS, APIs, streaming, and personalization systems.
- Delivered fintech and banking solutions (MemberDirect, CitiBank accessibility, EQ-style job boards) with secure, bilingual, WCAG-compliant frameworks.
- Drove responsive redesigns (CBC Music, Vodafone, bilingual job boards) improving usability and accessibility across web and mobile.
- Pioneered configurable white-label and hybrid apps using React,, Node.js, Java, supporting diverse client and partnership needs
- Championed engineering excellence through design systems, modern CI/CD practices, coding standards, and mentorship of cross-location teams.
- Contributed to early-stage startups (Idelix, Worio/Flipboard, Answers.com), blending UI engineering with ML-driven discovery, maps, and information retrieval.
- Supported academic research in Cellular Signaling by managing the IT lab and delivering websites for the Life Sciences department, Hebrew University of Jerusalem.