Seb Maynard

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Experienced tech leader, solutions architect, and engineer with a proven track record of building high-performance teams, delivering highly scalable back-end platforms for AAA games for millions of players.

20 years in the games industry on 18 released games. 15 years working with AWS, GCP and Azure. Life-long programmer and musician. Well-practiced DIYer and dad.

VP Eng, Antstream   Sep 2025 – Present

- Architected and led delivery of major platform expansion; unblocked 18 months of stalled streaming client/server/infra work, significantly extending Antstream's addressable market

- Defined/published/shared the company-wide technical roadmap, covering platform, infra and product engineering

- Architected and led delivery of technical roadmap for a major strategic platform partnership (6+ month programme), including hiring and onboarding dedicated engineering, alongside stakeholder alignment

- Revitalised the engineering team: cross-team roadmap (vision, and day-to-day), bringing strategic alignment that was previously lacking; killed/paused ~20 active projects, refocussed the team onto highest-impact priorities; overhauled engineering rituals

- Increased dev team throughput: automated smoke testing in CI, redeploying existing QA talent into engineering automation roles; cutting content deployment pipeline time from 3 hours to 15 minutes; built local dev workflows - iteration cycle from 1 hour to 10 seconds, fundamentally changing the team's ability to ship

- Hands-on technical unblocker across the team, based on my 20yrs gamedev experience; regular diagnosis, debugging and problem-solving to keep the team moving at pace

- Rolled out AI tooling across the engineering workflow, and defined future AI adoption / modernisation roadmap

- Daily hands-on across the stack: C/C++, Node.js/Typescript, Golang, Python, IaC (k8s, terraform, helm etc); client, server, streaming, infra and everything in between

SVP Tech, Build a Rocket Boy   Feb 2024 – Sep 2025

- Led the team of ~150 engineers across the whole tech stack (online, engine, gameplay and tools); significant restructure from development to release. Team-first approach to Leadership.

- Delivery of AAA release of MindsEye (Unreal 5), simultaneous release on Xbox, PS5, Steam, Epic and in-house; delivery of F2P UGC Platform, Everywhere

- Full architectural review and rework (AWS and Akamai) to support both Everywhere and AAA release of MindsEye, load-tested up to millions of players; proven in production with >20k CCU

- Renegotiated £multi-million written-off vendor contract, with equivalent savings

- Led contract/MSA negotiations, including security compliance reviews for vendor/partner/publisher agreements; built and maintained strong relationships across all PaaS, SaaS and codev partners – working with legal, finance, execs and board

- Designed and implemented service readiness / definition of done / ITSM / NOC processes for launch, and rolled out automated unit/integration testing for all service components

- Complete rework of company-wide development and release processes (Perforce branching strategies etc), focussed on stability and iteration for concurrent development of F2P and AAA games

- Technical leadership restructuring to address underperformance and promote a stronger, healthier culture. Ongoing resource planning, budgeting, role definition, hiring and mentoring

- Developed engineering salary and career levelling framework – adopted across the business

- Hands-on engineering in back-end, game-client and web

- Built AI/LLM powered translation pipeline; rolled out adoption of AI assistants for engineering team; built a RAG LLM search for internal knowledge bases (Confluence, Jira, Miro and Slack); led development of 2 genAI in-game assistants; automatic asset tagging/fuzzy search, and LLM integration with game state and path finding

Technical Director, Creative Assembly – SEGA   2011 - Feb 2024

- Created and led the Live Services team of 50+, defining the vision and building the platform powering all CA games for multi-million MAU across PC, Console and Mobile with cross-play

- Released with AAA RTS Total War (in-house engine), mobile RTS (Unity), F2P team-based FPS (Unity), and F2P CCG, with multi-platform drop-in (C/C++) SDK; Sustained 15k requests per second at peak

- Roles along the way include Principal Architect (AWS and others), Lead engineer (C++, Erlang, Python, NodeJS, Golang) on both the service and in-game, and roll-out of ITSM / SRE / on-call support processes and systems

- Low-level net-code (C++), threading and memory management in custom game engine; Utilisation of 50+ AWS services

- Multiple presentations at global events, including AWS Summit London and AWS re:Invent in Las Vegas

Senior Java Developer, Jagex   2006 - 2011

- Senior java developer on billing/payment systems (and other internal systems); many payment platform integrations handling millions of payments every month

- High-speed data processing pipeline, handling 250k records/second for reporting/statistics/monitoring

Freelance Consultant   2001 – Present

- Many ad-hoc projects, across systems architecture, process optimisation and implementation in Python, NodeJS, PHP, Golang and AWS/Akamai/Azure/GCP with some C++/Java/Delphi

- Customer-facing with all my freelance clients, some of which build B2B; acting CTO - managing tech relationships with some of the largest retail brands in the UK

- Custom ERP, multi-site Shopify integration and reporting; e-commerce and ePos/retail; integrations with highstreet brands (Arcadia); onboarding/integration with NetSuite; logistics tracking for China

- Acting head of technology; website and e-commerce implementation for online and highstreet brands; e-commerce, ePos/retail and vending

- Bespoke CMS for two monthly manufacturing industry online-magazines (English and Chinese)

- Founding member of University of Kent IT Clinic (IT consultancy); negotiated new business, external presentations, and software implementation

Skills

- Technical leadership / strategy / architecture across the full stack from native client to online, in multi-cloud/hybrid environments; extensive use of AWS and Akamai / Linode

- 20+ years of commercial architecture / engineering in C++, Erlang, Python, PHP, Javascript/HTML/CSS (incl NodeJS, React, Angular etc), C#, Java, C, Golang, … incl Unreal 5, Unity, in-house engines

- Vendor and External Team Management, managing relationships and technical heads across multiple locations

- Experienced Agile and DevOps project lead - including Certified SAFe® 6 Practice Consultant

- Security, compliance and ITSM / service readiness implementation and roll-out

- Experienced Linux sysadmin, managing and running company and freelance client infra

- Gigging jazz pianist and singer, orchestral French Horn player, choral conductor and singer

Education and Qualifications

- AWS Developer and AWS Solutions Architect (Associate & Professional) training at AWS London

- Certified SAFe® 6 Practice Consultant, Scaled Agile, Inc.

- University of Kent at Canterbury; BSc Computer Science

- Aylesbury Grammar School

- Barker College, Sydney, Australia

- Lycée International de Saint-Germain-en-Laye