



Brian Watson

Software developer, engineering designer and manager with 26+ years' experience, building AI-assisted eCommerce platforms

Lead Developer · Software Developer · Project Manager · General Manager · Director of Engineering

About me

Brian is a software developer, engineering designer and manager based in Centurion, Gauteng, with a career spanning four decades. He has trained and mentored hundreds of individuals and delivered dozens of lasting solutions for companies across South Africa.

His strongest recent work is as Director and Lead Developer at PIL DM, where he architected and launched the Shophook eCommerce platform and Shophook Office, a mini-office suite for small to medium businesses, using AI-assisted development. Earlier, as General Manager at FMMS, he implemented in-house asset and maintenance software. Brian's key skills include PHP, Laravel, JavaScript, MySQL, AI integration, AutoCAD, SolidWorks and MS Project. His qualifications include an MBA from Milpark Business School and recent certifications in Laravel and SolidWorks. He suits Lead Developer, Software Developer, Project Manager, General Manager and Director of Engineering roles.

Details

Location	Centurion, Gauteng, South Africa
Experience	40 years
Highest level	NQF 9 - Master's

Skills

PHP

Laravel

Scriptcase Framework

JavaScript

HTML

CSS

Ajax

jQuery

Bootstrap

MySQL

PostgreSQL

MS SQL

Visual Basic

Git

WordPress

AI Integration

AutoCAD

SolidWorks

Project Management

MS Project

Work experience at a glance

Director / Lead Developer · PIL DM (PTY) LTD

Mar 2001 - now

IT Manager · DMS (PTY) LTD

Jan 2018 - Mar 2020

General Manager / Software Developer · FMMS (PTY) LTD

Apr 2007 - Apr 2018

Facilities Project Manager · VODACOM (CONTRACT)

Jun 2005 - Mar 2007

Business Development Manager · SIEMENS (CONTRACT)

Apr 2004 - May 2005



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Cover letter

Dear Hiring Manager,

I am writing to express my interest in a position with your company. I am a software developer, engineering designer and manager with more than 26 years of experience. I approach every initiative with a project management mindset, planning carefully against the requirements and focusing on practical, long-lasting solutions.

In recent years I have focused on AI software development. I used artificial intelligence to architect and build **Shophook**, an eCommerce platform, and **Shophook Office**, a mini-office suite for small to medium businesses. As Director / Lead Developer at PIL DM (PTY) LTD, I run business operations centred on web application design and development, e-commerce and digital marketing. That work also includes data analysis, report development and the creation of training materials.

My engineering background is broad. I spent six years as Director of Engineering. Earlier, as Facilities Project Manager for six Vodacom buildings, I managed over 30 projects a month and developed project management software. At FMMS (PTY) LTD I implemented in-house software for asset, facilities

Summary

I am a dedicated professional with strong problem-solving skills and a project management mindset, planning all initiatives according to requirements. I have trained, mentored and coached hundreds of individuals over 26 years and implemented dozens of long-lasting solutions for companies across South Africa. Recently I have focused on AI software development, using artificial intelligence to architect and build the Shophook eCommerce platform and Shophook Office, a mini-office suite for small to medium businesses. I also bring engineering, drafting and leadership experience, including six years as Director of Engineering.

Work experience

Director / Lead Developer · PIL DM (PTY) LTD

Mar 2001 - now

Run business operations specializing mainly in web application design and development, e-commerce, and digital marketing. Developed several dynamic websites for clients and proprietary software, including PIL Mobi and Shophook. Architected and launched Shophook eCommerce and Shophook Office, using modern web and AI software development skills to build e-commerce workflows and a comprehensive office suite. Heavily involved in data analysis, report development, and the creation of training materials.

IT Manager · DMS (PTY) LTD

Jan 2018 - Mar 2020

Managed the information technology environment. Directed the designing and development of tourism solutions.

General Manager / Software Developer · FMMS (PTY) LTD

Apr 2007 - Apr 2018

Implemented in-house software for asset, facilities, inventory, and maintenance management. Successfully developed a cellular tower as-built application.

Facilities Project Manager · VODACOM (CONTRACT)

Jun 2005 - Mar 2007

Acted as Facilities Project Manager for six Vodacom buildings. Managed over 30 projects a month, developed project management software, and participated in AutoCAD space planning.

Business Development Manager · SIEMENS (CONTRACT)

Apr 2004 - May 2005

Marketing & Sales Manager · MARSTEC

Jan 1998 - Mar 2004

Managed marketing and sales in maintenance management software. Managed a client base of over 70 businesses and effectively trained several dozen people.

Partner & Operations Manager · ADLAS ENGINEERING

Jan 1991 - Dec 1997

Dealt directly with clients, quoted on work, and managed incoming work. Performed quality control and maintained all CNC machinery.

Technician / Programmer · STEELMETALS & S.A. TOOL ELECTRONICS

Jan 1986 - Dec 1990

Maintained and retrofitted CNC machinery. Performed AutoCAD drawing and PLC programming.

Qualifications

Mastering SolidWorks

2025

Laravel from Scratch

2025

Digital Marketing Skills

2020

E-Commerce Responsive Website Design - PHP

2020

Google Search Engine Clone - PHP

2020

Full Stack Development

2020

WordPress Website Development

2020

MBA

Milpark Business School · 2006 · NQF 9 - Master's

AutoCAD Advanced

1998

AutoCAD

1997

Project Management

1997

Communication Skills

1997

Visual Basic, Advanced, and Visual C++

1997

Communication & Digital Electronic Engineering

Germiston and Johannesburg Technical Colleges · 1985