

LALITA CHOPRA

TECHNICAL DELIVERY & PRODUCT LEADER



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[Lalita Chopra](#)

CAREER HIGHLIGHTS

- Engineer turned founder turned product leader, with 10+ years delivering technology solutions across the UK and UAE.
- Co-founded Wasta AI, a professional connector app, and took it from MVP to 600+ weekly active users, securing strategic investment from TikTok.
- Launched three new financial products within nine months, taking corporate cards, payment gateways and business banking capabilities from concept to production, supporting 12,000+ UAE SMEs.
- Led complex technology implementations across 15+ markets, coordinating customers, engineering teams, financial institutions and technology partners from discovery through production rollout.
- Delivered high-stakes customer programmes for the Financial Conduct Authority (FCA), British Council, DEFRA, Ministry of Justice and UK National Lottery
- Strong technical foundation across AI/ML, solution architecture, APIs, microservices, system integrations and cloud infrastructure, backed by a First-Class Computer Science degree.

EXPERIENCE

DIRECTOR OF PRODUCTS

Peko, UAE | Aug 2025 - Aug 2026

An all-in-one platform for businesses to manage payments, expenses and operations.

- Built and launched six business financial services from zero, including Corporate Expense Card, Business Bank Accounts, OneKYB, Employer of Record, Payroll and WPS, and a payment gateway.
- Owned the implementation of 'Co-Founder' from concept to deployment, Peko's GenAI-powered business dashboard. Enabling 1,500+ monthly users to retrieve company information and complete operational tasks through an LLM-powered conversational interface, reducing task completion time by 45%.
- Worked directly with regulators and banking partners to secure approvals for a corporate card, business accounts and payments products, covering BIN sponsorship, KYB and compliance requirements
- Architected and delivered a payment orchestration layer for accounts receivable and payable, managing integrations across internal engineering teams, banks, payment providers and technology partners.
- Turned customer, commercial and regulatory goals into technical requirements, roadmaps and launch criteria, then delivered integrations, testing and rollout.
- Built reusable implementation processes for white-label financial solutions, reducing new partner launch time to under one week.
- Leveraged AI tools, such as Claude Code and OpenAI Codex, to rapidly prototype new services and product enhancements, validating workflows and technical approaches ahead of engineering implementation.

FOUNDER & PRODUCT LEAD

CSG Solutions, UK & UAE | Apr 2021 - Aug 2025

Technology consultancy delivering complex transformation and technical delivery programmes across financial services, government and regulated industries in the UK & UAE.

- Led a 15-country payment infrastructure migration for the British Council, coordinating customer teams, payment providers and technical stakeholders through integration, rollout and production cutover with minimal disruption; subsequently expanded BNPL into three new markets.
- Worked with HMCTS to deliver a new digital service for UK solicitors, launched in time for the No Fault Divorce law coming into effect and cutting application time by nearly 70%.
- Designed technical architecture for the UK National Lottery win-claim process following Allwyn's acquisition of Camelot, reducing the customer payout journey by 15%.
- Identified and delivered 15+ technology and process improvements for DEFRA, reducing manual publishing time by 40% across eight departments and identifying onboarding improvements of up to 18%.
- Partnered directly with customers to map workflows, identify system constraints and technical dependencies, and translate complex requirements into technical specifications, data models and implementation plans.
- Owned multiple customer engagements from discovery through production readiness, aligning customer requirements with global vendors and technology partners to drive technical delivery.
- Advised individuals and businesses on adopting AI tools.

CO-FOUNDER & CTO

Wasta AI, UAE | Apr 2021 - Dec 2024

Middle East's first AI-powered superconnector platform across iOS and web.

- Led the platform development from concept through production and scale, owning technical architecture, infrastructure and engineering delivery across a six-person team.
- Deployed ML capabilities using AWS SageMaker to improve the performance and relevance of Wasta's core matching engine.
- Scaled the platform from initial waitlist to 600+ weekly active users across MENA, achieving consistent 15% month-over-month growth through product experimentation and behavioural insights.
- Designed and integrated SaaS payment infrastructure, establishing the platform's commercial monetisation model.
- Secured TikTok as a primary seed investor and strategic partner.

MANAGING DIRECTOR

WorkPanda, UAE | Apr 2021 – Apr 2024

A technical recruitment firm placing construction and design talent across the luxury hospitality sector.

- Architected and developed the company's proprietary ATS platform and analytics infrastructure, creating the technical foundation for international expansion.
- Implemented ML-driven automation and process optimisation, reducing hiring cycle times by 56% and supporting 300% revenue growth.
- Supported expansion from Dubai into Singapore, Thailand and Saudi Arabia, working with clients such as PIF, HBA and DENNISTON.

FULL STACK DEVELOPER

Cognizant, UK | Oct 2018 – Apr 2021

Architected and implemented full-stack solutions spanning web/mobile interfaces, server-side applications, databases and API integrations for enterprise clients.

- Built enterprise applications, microservices and REST APIs across Java/Spring, React/Angular, AWS and GCP environments.
- Delivered a digital migration programme for the UK's financial regulator and developed mobile application prototypes for major UK retailers including Boots and John Lewis.
- Produced Swagger API specifications and implemented CI/CD and automated testing using Jenkins, JUnit, Selenium and Cucumber.

TECHNICAL SKILLS

AI & ML: AWS SageMaker • LLM Product Development • AI-assisted Prototyping • Claude Code • OpenAI Codex • Lovable • Cursor

Engineering: Python • Java • JavaScript • TypeScript • SQL • REST APIs • Microservices • Spring • React • Vue.js

Cloud & Delivery: AWS • GCP • GitHub • Jenkins • Jira • Confluence

Product & Analytics: Figma • Power BI • Google Analytics • Miro • Visio

AI LEADERSHIP & COMMUNITY

- Partnered with Lovable and Stripe to deliver hands-on AI workshops helping women use emerging AI tools to move from ideas to functional digital products.
- Advocate for practical AI literacy and adoption, teaching participants how to use AI-assisted development tools to prototype and build products.
- Independently use AI-assisted development tools to take digital products from concept and UX design through functional implementation.
- Advised UK organisations on adopting AI, helping departments identify practical use cases and integrate AI into their day-to-day workflows

EDUCATION & QUALIFICATIONS

B.Sc. Computer Science (First Class Honours) | Goldsmiths College, University of London | 2011-2014

PGCE Computer Science with ICT (with BCS Scholarship) | Middlesex University | 2014-2015