

Summary

As a battle-hardened CTO with over 25 years of experience, I specialize in leading-edge AI and ML technologies, with a particular focus on Natural Language Processing (NLP). My expertise extends to advanced cloud solutions, primarily in AWS and Google Cloud platforms, enabling scalable, robust tech infrastructure for a diverse range of applications.

In recent years, I have consistently demonstrated success in integrating NLP and machine learning to drive innovation and efficiency in tech solutions. This expertise is coupled with a strong foundation in computer vision and advertising technology, which has been pivotal in my role in transforming business strategies into tangible high-value outcomes.

My tenure as Head of Advertising Technology at Sky, Europe's leading media and entertainment company, involved spearheading the development of innovative advertising systems. At Blis, a location-based advertising firm, my role as CTO involved launching pioneering solutions in the market, showcasing my ability to lead in dynamic, evolving tech landscapes in the geospatial and location space.

Leadership, for me, means blending strategic business acumen with hands-on technical expertise. I am adept in Python, SQL, DevOps, and enterprise integration, balancing these skills with my responsibilities in team leadership, investment acquisition, and stakeholder engagement.

My passion lies in exploiting the potential of AI, particularly NLP and computer vision, to discover new meaning and patterns in video and textual assets and data. This extraordinary technology, powered by the increasing power of serverless and cluster compute and storage, has infused me with the drive to explore and expand my horizons.

Experience

Self-employed

Fractional CTO

March 2021 - Present (3 years 2 months)

Epsom, England, United Kingdom

In my role as a Fractional CTO for fast-growing AI & ML startups, I bring a strategic blend of technical expertise and visionary leadership. My focus extends beyond the technical intricacies of machine learning, NLP, and computer vision: I am deeply involved in shaping the technological direction and scaling the innovative potential of these startups.

Key Contributions:

- * Strategically guiding start-ups to harness AI & ML for ground-breaking solutions, particularly in premium video analysis, contextual advertising, and inventory optimization.
- * Leading platform development and scalability, utilizing a sophisticated tech stack encompassing both AWS and GCP.
- * Spearheading the design and prototyping of new applications, employing a diverse range of languages and tools, tailored to each start-up's unique market position and product vision.

My role is not just about technological innovation; it's about driving business transformation. I bridge the gap between complex tech solutions and market needs, ensuring the products we develop are not only technologically advanced but also commercially viable and user-centric.

In orchestrating the strategic direction, I remain deeply involved in hands-on aspects such as coding and data management, ensuring the highest standards in execution and delivery. This approach has been instrumental in transforming client organizations, particularly in enhancing data-driven decision-making and operational performance.

My leadership extends to building and mentoring teams, often exceeding 150 members, fostering an environment of innovation and excellence. My ability to engage with stakeholders at all levels – from CxO to Board and Investor – has been key in securing significant capital investments and driving forward the technological agenda.

Leveraging my proficiency in Python, SQL, Linux, GCP & AWS, I navigate the evolving tech landscape to deliver solutions that not only propel growth but also innovate in the AI & ML domains.

Sky

Head of Advertising Technology

January 2017 - March 2021 (4 years 3 months)

London, United Kingdom

As the Head of Advertising Technology at Sky, Europe's leading direct-to-consumer media and entertainment company, I spearheaded the design, development, and operation of innovative advertising systems. By integrating world-class vendor partnerships with a powerful in-house software stack, my team and I delivered cutting-edge targeting, decision-making, and optimization solutions.

Our machine-learning driven, cloud-native systems harnessed the power of leading cloud providers to plan, book, target, and deliver inventory for Sky channels and retail media partners, including Viacom, Fox, Discovery, and BT Sports. These solutions spanned across Sky products such as Sky Q, HD+, Sky Go, and Now TV, covering both live and on-demand content, including the market-leading addressable TV product, AdSmart.

Additionally, my team collaborated with Virgin Media and Channel 4 to develop and operate their respective AdSmart propositions, showcasing our ability to create high-impact advertising solutions for a diverse range of clients.

Blis

Chief Technology Officer

November 2014 - May 2016 (1 year 7 months)

As the CTO at Blis, I served as an executive team member reporting to the Investors Board, driving product management, technical development, and delivery across all regions. By consistently placing premium products at the forefront of the market, I played a pivotal role in launching innovative solutions, such as:

Blis Exchange: A location-enriched media exchange, from architecture to go-to-market

Blis Prime: Location-based native advertising through Private Marketplaces

Self-Serve: A comprehensive platform for Trading Desks and Agencies

I actively participated in defining commercial models, revenue forecasts, media costs, and margin profiles, ensuring top-quality products entered the market.

I recruited and retained a highly skilled 25-person team of Product Managers and Software Engineers, utilizing Agile project delivery for efficiency. As the owner of all technology relationships, I fostered key partnerships with trading desks, agencies, and publishers while identifying market trends and maintaining Blis's position as a technology innovator.

I contributed significantly to Blis's Series B \$25M fundraising, focusing on intensive Product and Technology due diligence to secure our future growth.

The Business Intelligence Agency
Chief Technology Officer (Consultant)
January 2014 - November 2014 (11 months)

As a BI and Analytics Consultant, I delivered 'full stack' BI implementations across various industries, including advertising, travel, and e-commerce, using a standard process tailored for each project:

- * Collaborated with business owners to identify critical KPIs and insights for informed decision-making.
- * Analyzed diverse data sets, such as transactions, commissions, partner feeds, and CRM data.
- * Designed and built ETL processes to extract and transform data from sources like MySQL, Excel, CSV, and API data streams.
- * Constructed data warehouses using Amazon Redshift, MySQL, and SQL Server to load data into a new schema.
- * Crafted deep queries for KPI analysis using MySQL, SQL Server, and Redshift.
- * Implemented data visualization UI for KPI result viewing.
- * Deployed solutions across multiple users, ensuring seamless implementation and adoption.

By following this streamlined approach, I provided clients with valuable insights that enhanced their decision-making and business performance.

The Exchange Lab
1 year 5 months
Project Director (Consultant)
September 2013 - January 2014 (5 months)

Transitioning from my previous role, I assumed the position of Product Director to ensure the successful delivery of the product roadmap:

- * Delegated responsibilities to the Head of Development and Product Manager, streamlining the handover process.
- * Planned and managed all sprints to execute the DataLab product roadmap effectively.
- * Trained the in-house team in Agile and Scrum methodologies, enhancing workflows and collaboration.
- * Implemented Quality Assurance processes to elevate the measurable quality of the system.
- * Collaborated with the Global Product Director to develop an initial Enterprise Architecture for a suite of new products aimed at growing the business through innovative technology.

By focusing on effective project management and team training, I contributed significantly to the successful delivery of key initiatives and product development goals.

Technical Director (Consultant)

September 2012 - September 2013 (1 year 1 month)

In this role, I spearheaded the development of a multi-platform analytics application to consolidate programmatic campaign configuration and delivery data into a single system:

- * Gathered requirements and delivered the complete specification, UX, technical solution, development, QA, and deployment tools for a custom Business Intelligence product.
- * Led a dedicated team through an intensive and iterative design and build process.
- * Analyzed data from various advertising and data sources, mapped it to financial data sets, and synthesized it into reports, while implementing metadata creation and management for enhanced business insights.
- * Launched version 1 of the product in March 2012, evolving it through multiple iterations before marketing it as DataLab – Exchange Lab's flagship product, Proteus
- * Collaborated with the Global Product Director to recruit and train a new team for future product iterations, successfully scaling the team from 1 to 15 members.

My leadership in product development and team management contributed to the successful launch and evolution of a cutting-edge analytics application, driving growth and innovation in the organization.

Weir And Wong

Technical Architect (Consultant)

December 2012 - March 2013 (4 months)

Collaborated with the talented Weir and Wong team on an innovative mobile and tablet gaming project for a renowned search company:

Served as Technical Architect during project initiation and monitored build progress.

Managed load and stress testing to ensure optimal performance.

Contributed to the project's recognition with shortlistings for awards highlighting originality and inventive use of mobile devices in gaming.

My technical expertise and project management skills contributed to the success of this groundbreaking gaming project.

Tribal DDB

Technical Lead (Consultant)

June 2012 - August 2012 (3 months)

Led a significant project focused on the complete digitization of a top five European tourist attraction:

* Delivered a suite of applications on iPad, Flash, and C++ for digital installations.

* Powered applications with a PHP/MySQL web services platform built on Symfony2.

As the contract technical lead, I successfully spearheaded the development and implementation of digital solutions, enhancing the visitor experience at the attraction.

VCCP

Technical Director (Consultancy)

September 2011 - May 2012 (9 months)

As the Technology Team Manager at VCCP, I focused on:

* Building a team aligned with the agency's strategy for optimal results.

- * Implementing software development tools and processes to achieve the highest quality standards.
- * Enhancing QA standards across all aspects, from brief to delivery.
- * Supporting the Project Management team by providing technology-based guidance on planning and execution.

My leadership and strategic focus contributed to the overall success and growth of the agency.

Red Bee Media

Technical Project Manager (Contract)

July 2010 - November 2010 (5 months)

As a Project Manager, I effectively managed all aspects of project delivery, including:

- * Budget: Monitoring burn and remaining funds.
- * Timing: Developing phase-based plans.
- * Risk and Issue Management: Identifying and addressing potential obstacles.
- * Programme-level Reporting: Ensuring comprehensive project updates.

Additionally, I collaborated closely with a team of Business Analysts and Software Architects to define the solution for a technology upgrade for a mission-critical TV production system.

AKQA

Technical Delivery Manager (Contract)

February 2010 - July 2010 (6 months)

As the Technical Project Manager for Nike's Write The Future global campaign, I oversaw various aspects:

- * Agile Story Specification: Defining project requirements and user stories.
- * Technical Architecture: Designing a robust framework for the campaign.
- * Agile Development Management: Overseeing UI and web services layers' development.
- * Quality Assurance: Managing bug resolution to ensure a flawless user experience.
- * Deployment and Release Management: Ensuring smooth launch and updates.

My technical expertise and management skills contributed to the success of the campaign.

Start Creative

Acting Technical Director (Contract)

November 2009 - February 2010 (4 months)

As the Technical Lead and Project Manager, I spearheaded a major site build for Virgin Mobile Qatar:

- * E-commerce Site: Developed a fully transactional online store.
- * Interactive Application: Created a Flash and .NET touch application for enhanced user experience.
- * Multi-channel Launch Campaign: Executed a comprehensive campaign across display, search, social, and mobile platforms.

G2 Worldwide

Head Of Delivery (Consultancy)

May 2009 - November 2009 (7 months)

As Head of Delivery, I was responsible for:

- * Delivering legacy and future digital projects, including websites, emails, and online ads.
- * Project management and technical leadership for the complete rebuild of Nescafe's branding, content, and transactional loyalty platform - www.nescafe.co.uk.
- * Re-engineering the project lifecycle for all digital production.
- * Serving as the technical lead for all digital projects.
- * Acting as a senior advisor on all operational issues affecting the digital business.
- * Skills: Quality Assurance, Agile Leadership

My expertise in project management and technical leadership ensured the successful delivery and management of various digital initiatives.

Grand Union

Technical Consultant (Contract)

January 2009 - March 2009 (3 months)

- Researched and wrote 100 page RFP for major pitch

- Joint planned all work streams for the pitch with internal PM, for 12 months ahead
- Scoped, costed, and planned 2 further web builds

RAPP

Head of Creative Technology (Contract)

April 2008 - July 2008 (4 months)

In this role, I:

- * Managed technical specifications and planning for large web projects.
- * Collaborated with internal PMs on multiple web builds (3-4 large, 5-10 small) and 10-15 email builds.
- * Served as a member of the change management team, implementing digital project management best practices across the agency, both within the PM team and beyond.
- * Established new outsourcing project processes for small to medium-sized projects.

My contribution as a technical lead and change management specialist streamlined processes and improved project management efficiency throughout the organization.

Grand Union

Technical and I.T. Director

October 2006 - March 2008 (1 year 6 months)

London, United Kingdom

In this role, I:

- * Led and managed the web development team, controlling the department budget and ensuring high-quality CMS and micro-site builds.
- * Oversaw the delivery and quality of all technical projects, including technical estimates, architecture, and project management when needed.
- * Represented the agency's technology expertise to clients, colleagues, and the wider market through presentations, mentoring, and training.
- * Appointed and managed technology partners for larger projects or those requiring special skills.
- * Managed all internal IT resources, including IT teams, servers, desktops, and email.

- * Re-engineered the technology department, hiring and training new talent, creating development processes, and integrating the team into agency projects.
- * Successfully delivered complex, CMS-driven sites for clients such as Boots, Sky, Energy Saving Trust, British Army, and Digital UK.
- * Established custom development, staging, and live environments, backed by bespoke agile processes, across multiple OS, coding, and database environments.
- * Built a key supplier network for Java, .NET development, CMS tools, and Quality Assurance.

As Head of Web Development and IT, I ensured seamless technology implementation, team management, and project execution for the agency and its clients.

Agency Republic

Technical Director

April 2005 - October 2006 (1 year 7 months)

In this role, I:

- * Managed the web development team, overseeing budgets, and assisted in managing the Flash developer team.
- * Ensured the delivery and quality of all technical projects, including signing off on estimates, project plans, and providing hands-on project management when needed.
- * Designed special projects for Republic Media, including the world's first integration of Atlas Solutions and Nielsen NetRatings SiteCensus tool.
- * Appointed and managed technology partners for larger projects or those requiring special skills.
- * Re-engineered the technology department, hiring and training talent, building processes, and integrating the team into the agency's business across all projects.
- * Established custom development, staging, and live environments, backed by bespoke agile processes, across multiple OS, coding, and database environments.
- * Consistently exceeded departmental profit margin targets.
- * Architected and technically led cutting-edge projects for clients such as Baileys, Dunlop, Smirnoff, Unilever, and O2.

As a Technology Team Leader, I ensured high-quality project delivery, team management, and innovative solutions for the agency and its clients.

DoubleClick

Senior Technical Consultant

June 2003 - April 2005 (1 year 11 months)

In this role, I:

- * Served as solutions contact for the top twenty agency and publisher clients.
- * Contributed to new business development efforts.
- * Provided business and technical consultancy services to clients.
- * Designed and built custom projects tailored to client needs.
- * Managed client accounts and oversaw project execution.

I played a crucial role in maintaining strong relationships with top clients, driving new business, and delivering exceptional technical solutions to meet their needs.

MessageLabs Ltd (Now part of Symantec)

Pre-Sales Consultant

November 2002 - April 2003 (6 months)

In this role, I:

- * Collaborated with the sales team to generate leads and identify potential clients.
- * Participated in new business pitches, showcasing our offerings and expertise.
- * Assisted in closing deals, contributing to the growth of the company.

I worked closely with the sales team to drive new business opportunities and ensure the successful closure of deals, fostering the company's growth and expansion.

Engage

Lead Technical Consultant

June 2000 - August 2002 (2 years 3 months)

In this role, I:

- * Conducted complex system installations and upgrades both on-site and remotely, ensuring optimal performance.

- * Delivered business consultancy services focused on maximizing online revenue and leveraging the product effectively.
- * Researched, wrote, and delivered training courses to various audiences, enhancing their understanding and use of our solutions.
- * Led the team by providing support, setting objectives, and maintaining communication with senior management.
- * Managed customer accounts by addressing technical issues, setting expectations, and conducting regular meetings to ensure client satisfaction.

As a Lead Technical Consultant and Team Leader, I was responsible for overseeing system installations, providing business consultancy services, delivering training, leading the team, and managing customer accounts to ensure the highest levels of client satisfaction and product utilization.

Fidelity Investments

Analyst / Programmer

June 1999 - June 2000 (1 year 1 month)

In this role, I:

- * Gathered requirements for a suite of share dealing platforms used by IFAs and independent buyers to facilitate online trading.
- * Coded and unit-tested all solutions using HTML, JavaScript, Java, Visual Basic, and Sybase, ensuring functionality and efficiency.

As a Software Developer, I was responsible for gathering requirements, coding, and unit-testing solutions for share dealing platforms used by IFAs and independent buyers, ensuring seamless online trading experiences for users.

AIT Group

C++ Developer and Trainer

July 1997 - June 1999 (2 years)

Henley-Upon-Thames, United Kingdom

In this role, I:

- * Developed custom CRM applications using C++, SQL, HTML, JavaScript, Director, and Flash, ensuring tailored solutions for clients.
- * Wrote and delivered training courses to clients, enhancing their understanding and usage of developed applications.
- * Maintained and delivered graduate developer training, fostering the growth and development of new talent in the industry.

As a Software Developer & Trainer, I was responsible for developing custom CRM applications, delivering training courses to clients, and maintaining graduate developer training programs.

Education

Harvard Business School Online

Certificate in Entrepreneurship Essentials · (August 2021 - September 2021)

Harvard Business School Online

Certificate in Negotiation Mastery · (April 2021 - June 2021)

University of Warwick

2:1, English and European Literature · (1992 - 1995)

King Edward VII School

A Level & GCSE · (1984 - 1994)