

Andrew Smith

Technology leader
Product & AI focused

Summary

Accomplished engineering leader who builds and scales technology organisations, from four-person startups to 110-engineer scale-ups.

- Built and ran an AI-native engineering organisation, with agentic development in production: automated overnight bug fixing, agentic triage and AI-assisted incident response.
- Took a four-person prototype to a broadcast-grade platform live on Sky Sports within six months, now 130K users and 20 engineers.
- Scaled LifeWorks engineering from 40 to 110, increasing release velocity 300%, through two acquisitions to a \$2.3B CAD exit.
- Delivered real-time platforms under live event load: World Cup, Formula1.com, Heineken UEFA Champions League.

Core Competencies

- Agentic Engineering Systems
- Platform Architecture at Scale
- Real-Time High-Traffic Systems
- Technical Strategy & Product Roadmap Ownership
- Org Design and Distributed Team Building
- Technical Due Diligence
- Security & Compliance Leadership
- Cost & Cloud Optimisation

Education

University of Essex
BSc Hons in Computer Science



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Career History / Work Experience

○ VP, Technology, Fanalysis

June 2025 - Present

Employee #1 and founding engineer. Hired into a four-person team to turn an agency prototype into Michael McIntyre's vision for a football data and social platform. Soft-launched in ten weeks and live on Sky Sports within six months, now serving 130K users with in-broadcast features reaching millions of Premier League and La Liga viewers weekly.

- Put agentic development into production. Automated overnight bug fixing from Linear, nightly system health analysis surfacing issues for triage, agentic ticket triage and AI-assisted incident response, with guardrails covering code quality, test coverage and production safety.
- Two products shipped in parallel within three weeks, Ratings Game and Fanando AI, almost entirely AI-written.
- Architected the platform's expansion beyond a single league, shipping ahead of the season deadline. Decomposed a Premier League-only product into a competition-agnostic services model supporting national teams, La Liga and the Championship, with a data and permissions architecture built to absorb further competitions and sports without rework.
- Delivered the 2026 World Cup with zero major incidents, sustaining peaks of 573 requests per second across a month of continuous live traffic.
- Took the platform from multiple major incidents per week to 99.9% uptime, through observability, alerting and architectural change across the backend.
- Built an AI fan-avatar system adopted by 90% of users, and a fan-sentiment engine surfacing live crowd reaction during matches.
- Built the engineering organisation from zero to 20 across frontend, backend, QA and infrastructure, hiring and developing four engineering leads.

○ VP, Engineering, Bloom Career Coaching

October 2022 - March 2025

Founding engineering hire at a Series A (\$10M) AI coaching platform. Built the engineering function from zero and took the product from concept to a scaling B2B business.

- Hired and led a team of 14 across engineering, delivery, QA and security.
- Designed and delivered the platform architecture: AWS microservices in a hexagonal pattern, Bedrock, React Native Expo and TypeScript.
- Shipped AI-native product from the ground up, including AI coaching assistants, personalised programme generation, content rules engines and social feeds.
- Ran continuous delivery against the product roadmap, hitting every launch date and sustaining release velocity post-launch at 99.99% uptime.
- Owned security and compliance end to end: GDPR, SOC2 and ISO27701, including technical assurance for enterprise B2B customers.

○ **Senior Director of Engineering**, LifeWorks (now TELUS Health)

February 2018 - October 2022

Inherited an underperforming engineering team at a health and wellbeing scale-up and rebuilt it through two acquisitions: Morneau Shepell (\$426M CAD, 2019) and TELUS Health (\$2.3B CAD, 2022).

- Scaled the engineering organisation from 40 to 110 across mobile, web and platform, managing nine engineering leads.
- Re-architected a monolith into event-based microservices, taking release cadence from quarterly to continuous and increasing release velocity 300%.
- Architected a HIPAA-compliant, data-resident solution enabling launches across the US, Canada, Australia and Asia, unlocking \$5M ARR and supporting 15 million users globally.
- Established and scaled offshore engineering capability, building distributed teams that increased delivery throughput 40% while maintaining quality and release cadence.
- Supported technical due diligence for the \$2.3B TELUS acquisition, validating platform scalability, security posture and technical roadmap.
- Managed seven-figure cloud and vendor budgets, and implemented SOC2-compliant delivery processes.

Earlier Career

AKQA 2007–2018, Director of Web Development / Senior Technical Architect

- Built and scaled high-traffic real-time solutions including Formula1.com and Heineken Star Player, handling massive traffic surges during live events.
- Technical lead on placements at Facebook in Menlo Park and BMW/MINI in Munich.
- Delivered an assortment of digital solutions such as microsites, chat bots, interactive games, store fronts and global content platforms for a wide range of clients.
- Delivered on industry firsts in AI and facial recognition.

Barclays You at Work 2005 - 2007, Full Stack Developer

Head Software International 2003 - 2005, Web Developer

Outside Interests

- Improv performer. Performed at Edinburgh Fringe and sell-out shows at Brighton Fringe, 2026.
- Technical speaker at Generate, SeleniumConf and London Ajax, and published technical author.
- Open source contributor across projects with 50k+ downloads.