

Andrew Smith

Technical Leader • Product Engineering and AI

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Summary

I'm a technical leader with **20 years of commercial experience** in high growth environments. Proven track record of building, empowering and scaling high-performing product engineering teams focused on business value.

I'm passionate about leveraging new technologies to help improve product experiences and engineering challenges. I have shared my expertise with some of **the world's biggest brands** such as Barclays, BBC, Facebook, Formula 1, Heineken, MINI, Nike, Ubisoft & Virgin Atlantic.

Experience

Bloom Career Coaching (usebloom.com)

B2B business providing 24/7 AI coaching at scale supported by a seed investment of \$10 million.

VP, Engineering (October 2022 - Present)

- Led all technical strategy and execution aligning product engineering, security, IT and data with business objectives and product market fit.
- Designed and led the build of the Bloom technical architecture - AWS microservices using Hexagonal Architecture, React Native Expo & TypeScript.
- Responsible for hiring all (14) engineering, delivery, quality and security personnel.
- Ensured product delivery roadmap was aligned and accurate; target launch dates met and velocity maintained to continuously release new features post-launch with a focus on data-driven improvements.
- Led push for quality with 99.99% uptime and automation testing.
- Managed relationships with key stakeholders in C-level, sales, customer success and operations to ensure alignment and operational efficiency.
- Provided knowledge and guidance on the advancements and innovations of AI.
- Built a culture of trust, collaboration and communication to empower engineers to be accountable for the systems they build.
- Consulted with B2B clients to provide technical and security guidance on our systems.
- Handled financials such as budgeting, R&D tax returns and vendor license negotiations.
- Championed data privacy; security and compliance through GDPR and SOC2.

Skills and Knowledge

Languages: TypeScript, JavaScript, NextJS, NodeJS, React, Redux, React Native, Expo, SASS, Styled Components, Postgres, MySQL, Mongo/DynamoDB, GraphQL

AI: Cursor, Anthropic Claude, OpenAI, v0, Bedrock, Copilot

Tools: AWS, Azure, Confluence, Drata, GCP, Git, Github, Github Actions, Jira, Netlify, Retool, Serverless, Sentry, SonarCloud, Supabase, Twilio, Webpack, Zendesk

Processes: Agile, Scrum, Kanban, Continuous Deployment, SDLC, Cybersecurity

Experience (continued)

LifeWorks (formerly Morneau Shepell, now TELUS Health)

B2B well-being platform acquired by TELUS Health for \$2.3 billion CAD.

Senior Director / Director of Engineering (April 2019 - October 2022)

- Responsible for the UK and European engineering team - building a platform that provides mental health, fitness, wellness and social features to 200k+ users globally.
- Led the iOS, Android, web, backend, QA and DevOps teams across multiple feature squads.
- Collaborated globally with senior stakeholders on platform roadmap and business objectives, and integrations with internal and external platforms.
- Scaled team from 40 to 110 engineers, and established offshore outsourcing relationships.
- Developed a data-resident solution to accurately store user data in multiple AWS regions.
- Led re-architecture of the monolithic PHP codebase into 200 smaller Python and Node.js microservices using an event based architecture, aligned to providing immediate value.
- Introduced new processes and policies to improve security and developer velocity.
- Defined a consistent approach for software development with teams in Canada and the US.

Head of Web Development (February 2018 - March 2019)

- Responsible for development and maintenance of three React/Redux web apps.
- Established 90 day roadmap for improvement aligned with business goals.

AKQA

Digital agency and technology consultant pushing the boundaries of interactive experiences.

Director of Web Development (February 2015 - February 2018)

- 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.
- Collaborated on-site with clients on various technology innovations - such as AI and social.
- Technical lead on placements at Facebook in San Jose and BMW/MINI in Munich.
- Delivered pitches and prototypes for new client prospects.
- Led multiple client squads and technical discipline teams.

AKQA	Senior Technical Architect	(2011 - 2015)
AKQA	Technical Delivery Manager	(2009 - 2011)
AKQA	Senior Web Developer	(2007 - 2009)
Barclays YouAtWork	Full Stack Developer (C#)	(2005 - 2007)
Head Software International	Web Developer	(2003 - 2005)

Outside Employment

- I regularly participate in Improv comedy workshops, classes, shows and jams.
- Technical public speaker at conferences such as Generate, SeleniumConf, London Ajax .etc.
- Published technical author with multiple printed articles.
- Worked on numerous open source projects with 50k+ downloads.

Education

University of Essex Computer Science (Soft Eng) Degree (2000 - 2003)