

Andrew Smith

CTO • Product and AI

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Summary

I'm an engineering leader with vast commercial experience in high growth environments. Proven track record of building, empowering and scaling up high-performing product engineering teams focused on business value - from leading a \$10m backed AI coaching platform to re-architecting enterprise solutions serving 200k+ global users acquired for \$2.3b CAD.

My technical leadership has powered digital transformations across multiple industries for world-class brands such as Formula 1, MINI, Nike and Virgin Atlantic. I've successfully scaled teams from 40 to 110+ engineers while maintaining product delivery velocity and transforming monolithic systems to microservice architecture.

Experience

Fanalysis (fanalysis.com)

Fanalysis is a stealth startup for football fans.

Engineering Lead (June 2025 - Present)

- Building the team from scratch - hiring the first technologists for the team and planning product roadmaps.
- Integrating Agentic AI throughout the application and business to analyse fan passion; converse with fans on football topics and provide AI avatars based on user team alliance.
- Preparing for launch, ensuring the website and application was ready for launch including app store submission and organising penetration testing.
- Managing key relationships with vendors and agencies.

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 - March 2025)

- Led all technical strategy and execution aligning product engineering, security, IT, data and AI practices with business objectives and product market fit.
- Designed and led the build of the Bloom technical architecture - AWS microservices using Hexagonal Architecture and Bedrock AI, React Native Expo & TypeScript.
- Responsible for hiring all (14) engineering, delivery, quality and security personnel.
- Handled financials such as budgeting, R&D tax returns and vendor license negotiations.
- Architected solutions for workout generators, content rules engines, social feeds and AI coaching assistants.
- Implemented agile processes and 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.

- Championed using AI technologies such as Bedrock, Anthropic and OpenAI to improve and enhance our product delivery; and Cursor and Copilot to improve development speed.
- Improved code and system 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 and how to apply them to the coaching space.
- Built a culture of trust, collaboration and communication to empower engineers to be accountable for the systems they build.
- Provided B2B clients with technical consultation and security guidance on our systems.
- Championed company wide data privacy; security and compliance through GDPR and SOC2.

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.
- Improved security and developer velocity through the introduction of processes and policies.

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.
- Built and scaled high-traffic real-time solutions including Formula1.com and Heineken Star Player, handling massive traffic surges during live sports events.
- Worked with brands to resolve issues with technical delivery and quality with their partners.
- 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)