

Andrew Smith

CTO / VP, Engineering • Product and AI

 <https://andismith.com>

 <https://linkedin.com/in/andismith/>

 <https://github.com/andismith>

 andi.smith.uk+cv@gmail.com

Summary

Engineering leader with 20+ years commercial experience scaling high-growth B2B platforms and product teams. Proven track record of building, empowering and scaling high-performing engineering teams focused on business value - from founding technical operations at a \$10M backed AI coaching startup 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 including Formula 1, MINI, Nike and Virgin Atlantic. I've successfully scaled teams from 40 to 110+ engineers while maintaining product delivery velocity, transformed monolithic systems into 200+ microservices, and built high-performing engineering cultures from seed stage through acquisition.

Experience

Fanalysis (fanalysis.com)

Fanalysis is a football social network and data platform, which aggregates fan opinions to enrich broadcast media content and provide real-time analytics on team performance.

VP, Technology (June 2025 - Present)

- Founded technical operations as employee #1, building the initial engineering team and defining product strategy and roadmap.
- Integrated agentic AI to analyse fan sentiment; and converse with fans on natural football conversations to assess their experience.
- Developed AI generation system to provide avatars based on user team alliance.
- Transformed agency-built MVP into a production-grade platform by establishing development practices, performance optimisation and delivering enhanced features.
- Managed strategic partnerships with SaaS vendors and sports data 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.
- Scaled from 0 to 14 personnel across engineering, delivery, quality and security skillsets.
- 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 to achieve SOC2 compliance.

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.
- Delivered pitches and prototypes for new client prospects.

AKQA
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Senior Technical Architect
Technical Delivery Manager
Senior Web Developer

(2011 - 2015)
(2009 - 2011)
(2007 - 2009)

Barclays YouAtWork	Full Stack Developer (C#)	(2005 - 2007)
Head Software International	Web Developer	(2003 - 2005)

Outside Employment

- 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.
- I regularly participate in Improv comedy workshops, classes, shows and jams.

Education

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