

Andrew Smith

CTO / VP, Engineering • Product and AI

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Summary

Engineering leader with 20+ years scaling B2B platforms from seed stage through acquisition. As employee #1 at Fanalysis and VP Engineering at Bloom, I've built engineering organizations from 0 to 110+ engineers while delivering platforms serving millions of users, including technical leadership through LifeWorks' \$2.3B CAD acquisition.

I combine AI innovation with pragmatic technical leadership to unlock growth - driving \$5M+ in new revenue streams, 300% release velocity improvements, and successful expansion into new markets through strategic platform modernization. My technical leadership spans digital transformation work with Formula 1, MINI, Nike, and Virgin Atlantic through to founding VP Engineering roles at venture-backed startups.

Core Competencies

- Technical Strategy & Product Alignment
- Platform Architecture & Scalability
- Org Design, Team Building & Leadership
- AI/ML Integration
- Cloud Infrastructure (AWS)
- Microservices Architecture
- SOC2/GDPR Compliance
- Technical Due Diligence

Experience

Fanalysis (fanalysis.com)

Football social network and data platform co-founded by Michael McIntyre and Gary Neville, aggregating fan opinions to enrich broadcast media content and provide real-time analytics on team performance.

VP, Technology (June 2025 - Present)

- Joined as employee #1 working directly with founder Michael McIntyre to build the engineering function from the ground up - defining technical strategy, hiring, establishing development practices, and prioritizing product roadmap aligned with broadcast partnership goals.
- Scaled engineering team from 0 to 19 engineers in 5 months.
- Built and delivered a production-grade platform from original agency MVP, maturing from multiple major incidents a week to a system with 99.8% uptime.
- Delivered scalable infrastructure supporting Sky Sports broadcast integration, with Fanalysis data now featured in live Premier League coverage reaching millions of viewers
- Designed agentic AI system using OpenAI GPT-4 to analyze fan sentiment and enable natural conversation, processing 10,000+ applicant interactions during early access.
- Developed AI powered avatar generation system adopted by 90% of users that creates personalized fan identities based on team allegiance, differentiating user experience and strengthening community engagement during early access phase.

- Led critical incident response including live game Friday night service issues, restoring service within 30 minutes and implementing monitoring and an action plan to prevent recurrence.
- Established agile delivery practices that enabled shipping multiple major features in 5 months including score predictions, match ratings and Premier League updates.
- Managed strategic partnerships with SaaS vendors to accelerate development velocity while operating within startup budget constraints.

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)

- Defining multi-year technical strategy and execution aligning product engineering, security, data and AI practices with commercial goals, product strategy and GTM objectives.
- 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.
- Saved £300k annually through cloud optimisation, capacity planning and vendor negotiations.
- Architected and led solutions for workout generators, content rules engines, social feeds and AI coaching assistants.
- Implemented agile processes mapped against product delivery roadmap; ensuring 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 (now TELUS Health)

B2B well-being platform acquired by Morneau Shepell for \$426 million CAD in 2019, retained as the overall brand LifeWorks, and later acquired by TELUS Health for \$2.3 billion CAD in 2022.

Senior Director of Engineering (February 2018 - October 2022)

- Scaled engineering organization and platform infrastructure supporting 250% growth in B2B clients (20k → 50k) during company's trajectory from \$426M to \$2.3 billion CAD acquisition.
- Defined platform strategy and roadmap with C-suite and product leadership, prioritizing integrations that unlocked multiple enterprise deals and drove 15% increase in customer retention.
- Built and scaled cross-functional engineering organization from 40 to 110 engineers across mobile, web, and platform teams, and established multiple offshore outsourcing relationships to increase velocity by 40% during critical delivery periods.

- Enabled expansion into new markets by architecting a data-resident solution unlocking \$5m per annum additional revenue, and supporting 15 million users globally.
- Increased product release velocity by 300% through platform re-architecture from monolith to event based microservices, enabling continuous deployment across the stack and accelerating competitive response time from months to weeks.
- Optimising cloud spend, managing seven-figure budgets, and negotiating strategic vendor partnerships.
- Improved security and developer velocity by implementing SOC2-compliant processes.
- Supported technical due diligence for \$2.3B TELUS acquisition, demonstrating platform scalability, security posture, and technical roadmap that validated acquisition valuation.

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	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

- 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)