**Overview**

I am an experienced interim exec and focused C-level technologist. Notable headlines from recent engagements include:

* Reduced The AA’s tech resource cost by 30% while increasing productivity by 50%
* Delivery of ProSieben’s B2B media syndication platform generating 400% increase in revenue and adding 3x the number of syndicated partners in the first year.
* Complete replacement of the entire platform for Bodog, the international gaming company, leading to 30% increase in player numbers and reduced churn.
* Full architectural design, development, and engineering of an MVP for a radically new AI product for Liberty Communications.

I take the lead and motivate my teams by gently but firmly pushing the boundaries of the current status quo, continually supporting them, and challenging them to deliver on the product and technology roadmap. I pride myself on engaging in clear and open communication with everyone I interact with.

As a creative and strategic thinker, I develop pragmatic strategies and put them into action, with a focus on achieving the corporate goals.

I have successfully completed many assignments within a variety of industry sectors, from banking through to gaming, media distribution, e-commerce, fintech and insurance.

I am a cloud-first and AI advocate but balance technology adoption with the needs and objectives of the organisation and its stakeholders. With my background as an engineer, I enjoy staying close to the technology but focus on guiding my teams in the right direction, rather than dictating solutions.

**Assignment History**

Consulting CTO and Engineering Advisor - Xenias: August 2022 - Present

Working with multiple clients on technology transformation and restructure, delivery improvement, cloud migration, architecture & governance, and development.

*Cloud Adoption and Migration*

Designed, planned, and executed the cloud adoption strategy for an offshore gaming operator, moving core services to AWS. Operational costs reduced by 30%, customer security was improved, and deployment automation issues addressed.

*Post-Acquisition Assessment:*

Full review of product and tech functions; technology, culture, ways of working, delivery, finance. Early presentation of initial findings followed by more detailed proposal for change to ensure the prod and tech organisation aligns to the investor’s objectives.

*Design and Architecture*

Revised and redesigned the implementation of a market segmentation service for a media client, providing very fine-grained control of the viewer experience, increasing customer satisfaction, and raising NPS by 10%.

*Hands-on Product Development*  
Architected, engineered, and delivered an AI-based cloud-native app for a start-up. Product launched in December 2024.

Group Director of Digital Product Engineering – The AA: Nov 2021 – July 2022

I transformed the digital product organisation by reducing bureaucratic practices and improving overall productivity. Headcount costs went down by over 30% and productivity increased by 50%. I supported product and tech to make data-driven decisions and focus on generating outcomes that aligned to the PE investor objectives.

Consultant - Xenias: June 2020 – Oct 2021

I advised several corporations on product development, technology, architecture, design, cloud migration, compliance, transformation, and change. Sectors covered by these projects include B2B media (PAAS & SAAS design), gaming (compliance and data replication) and e-commerce.

CTO – ProSiebenSat1 Digital GmbH: Oct 2018 – June 2020

I addressed failing projects, poor management, lack of direction, low morale, and questionable technology choices within Germany's premier live and OTT broadcaster. Within the first year, viewer reach was up by over 20%, exceeding board objectives, and B2B revenue increased over 400% as the result of my championing and delivering an end-to-end cloud-native media syndication platform.

I was appointed Head of Cloud Adoption & Governance for the parent company Seven-One Entertainment. I drove up-skilling initiatives and cloud migration strategies that resulted in a 20% YOY reduction in onsite infrastructure costs and almost 100% uptime of critical services.

Head of Product Engineering - Michelin: Apr 2016 – Oct 2018

I built and led the teams that re-engineered the entire product portfolio architected on AWS, encompassing B2C, B2B and B2B2C streams. ‘Bookatable by Michelin’ subsequently expanded into new markets across Europe.

I achieved my goals with a 2x expansion of the product and engineering function inhouse and near-shore, the introducing a change in the ways of working, and building cross-functional product engineering teams that delivered with enthusiasm and energy to drive business-value.

Head of Product Engineering - Bodog Global Sports: May 2014 – Mar 2016

I rescued a long-failing initiative to build and deliver a complete replacement of the existing product portfolio for one of the world leaders in online gaming.

This included a rapid scaling (200%) of the engineering and product function, automation of previously manual and unreliable processes, rationalising the application portfolio, improving communication and collaboration in a globally distributed organisation to deliver on a new product roadmap to a very tight timeline.

The services and systems were completed and released as planned. Subsequently trading volumes and revenue increased by 30%

Associate CTO - Think Finance: Feb 2013 – May 2014

Given both tactical and strategic objectives by the Board, to deliver a new B2C product on a specific date, I reinvigorated ‘Product&Tech’ by focusing efforts where the need was greatest, reorganising and streamlining the delivery pipeline, fostering a culture of quality, data-driven decision-making, ownership, clarity, and innovative thinking.

I introduced a product focused culture using agile practices and support systems, minimised admin and increased visibility and accountability, promoting internal collaboration that improved quality, delivery, and the general motivation of the team.

Head of Web Services – Jagex Games Studio Limited: July 2012 – Feb 2013

I led the team of 50+ engineers responsible for building and maintaining all non-game play technology for over 200M active accounts.

I introduced lightweight but effective agile processes that ensured deliverables were clearly defined and prioritised and gave more visibility to the Board so that it was clear go-live deadlines could be met.

The company released a major new game based on a globally dominant brand in December 2012. I drove through significant change in difficult circumstances and a short timeframe to meet the Closed-Beta deadline.

Development Manager – Worldpay: May 2011 – June 2012

I was responsible for capacity and performance of the gateway. A 300% increase in throughput was achieved as a result of my initiative to rearchitect the database layers and increase the horizontal scalability of the platform.

I led the redesign of the card acceptance pathway and the integration of Alternate Payment Methods. Worldpay was subsequently voted as the ‘Best Alternative Payments Programme’ at the 2012 Card & Payments Awards.

Earlier Career

IT Programme Director – Orama Management

General Technology Management and Consultancy

CEO/CTO – Kwari

MMOG Company

Managing Director – LVS

Sportsbook Development and Operations

Consultant Engineer – Merrill Lynch, Credit Suisse, Morgan Stanley, RBC

Credit Derivatives and general Fixed Income modelling and trade processing