

# Alex Smith

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My speciality is to drop in to any situation and quickly build technical leadership and confidence, regardless of the discipline involved. Acting as a "CTO in Residence", thriving in complex environments with a range of unusual challenges. I want to apply this where I can provide significant impact, innovation and continuous improvement.

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## Core Skills

**Business:** Public Speaking, Product Management, Solution Development, Cloud Evangelism, Technical Leadership  
**Technology:** Amazon Web Services, Cloud Re-Architecture, High Performance HTTP delivery, Platform Automation, Performance Optimisation, Media [Encoding, Packaging, Protocols, Architectures], Distributed Systems

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## Experience

- **Amazon Web Services** **Singapore**  
*Head of Media & Entertainment Solutions Architecture, APAC* *December 2014 – Present*  
Driving Media and Entertainment architecture across APAC for Amazon Web Services (AWS). A hybrid role, providing technical thought leadership, evangelism, architecture and guidance both internally and externally.
  - Creating and implementing go to market strategies and service offerings
  - Frequent public speaking at both first and third party events
  - Multi-level engagement, from crafting CxO strategy to helping debug syscalls. Collaborating across the AWS organisation in order to achieve the best outcome for customers
  - Building customer trust with "been there" empathy engagement, resulting in confidence for all-in migrations
  - Asia Pacific lead for Edge Services (Content Delivery) technology on behalf of the CloudFront product team
  - Hold all public AWS certifications; significant contributions towards the upcoming certification curricula
- **murud** **Singapore**  
*Mentor* *August 2016 – Present*  
murud is the startup accelerator backed by Telstra, with programmes in Singapore, Sydney and Brisbane. Providing guidance and mentoring for early stage startups across various fields including technology, dating, micro-finance, health tech, logistics and telecommunications. Mentoring ranges from guidance in building flexible, scalable architectures, through to business planning, commercial structuring and market analysis.
- **SwiftServe** **Singapore & Cambridge, UK**  
*Head of Professional Services; Singapore Technical Director* *October 2013 – December 2014*  
SwiftServe is a content delivery technology provider, with principal offices in Singapore and Cambridge, UK. Joined to build the Professional Services department, focussed on expanding the capabilities of the network to compete in a quickly changing market. As the technical leader of the Singapore HQ, was heavily involved in the product management lifecycle, representing the user and commercial requirements from across the customer base in the development and network roadmap.
  - Lead the development of the Web Application Firewall project (Layer 7 DDoS protection)
  - Built Professional Services department from scratch, up to multiple heads and a multi-\$mm revenue
  - Extensive technical investigation, resolving high profile repeated faults and improving customer experience through cross departmental coordination
  - Restructured to include deployment team; provided management and mentoring to post-sales support team
- **Piksel (formerly KIT digital, ioko)** **Singapore, Malaysia, & London, UK**  
*Senior Technical Architect* *03/2008 – 10/2013*  
Piksel provides video on demand product development, ITIL managed services and technical consultancy/professional services to a range of clients, including Channel 4, BBC, AT&T, and Disney. Piksel purchased ioko in April 2011 to strengthen their professional services and technical development arm.
  - Worked as the principal technical authority on multiple projects, acting as "CTO in Residence", mentoring teams of engineers for the successful delivery of high profile platforms.
  - Primary technical interface to clients - produced high and low level designs, with deep involvement in technical implementations; acted as the SME for a range of products (first and third party) and technologies
  - Key account contact for multiple customers, instrumental in both client retention and account development
  - Developed in-house skunkworks-style projects which have been adopted into the product development organisation, and now form part of customer production systems
  - In addition to technical roles - worked within commercial, pre-sales and marketing functions

## Projects

- **Celcom, Axiata Group Berhad** **Kuala Lumpur, Malaysia**  
*Senior Technical Architect* 2012 - 2013  
OTT project to deliver premium content to existing cellular subscribers. Lead the project as the Platform Architect, specialised in the development of automation systems and platform content delivery strategy.
  - **Channel 4 Television Corporation** **London, UK**  
*Lead Infrastructure Architect* 2010 - 2012  
Channel 4 is the UK's alternative public broadcaster. A technology innovator, they aggressively target new platforms, with a strategy underpinned by the use of Cloud. Worked as the primary infrastructure architect on a range of services, and final line of technical escalation for production issues.

    - \* Spearheaded adoption of Cloud and migration of core media workloads from on-premise
    - \* Development and implementation of an IaaS Management System across Cloud deployments
    - \* Lead Infrastructure Architect on many projects including the launch of 4oD on PS3, iOS, and Xbox 360, and a full platform re-architecture and subsequent migration to AWS
  - **FilmFlex (Film4oD, Virgin On Demand, hmv on-demand)** **London, UK**  
*Infrastructure Platform Owner* 2009 - 2013  
FilmFlex was a UK Movies on Demand service. Acted as the internal infrastructure platform owner for the platform, and managing and maintaining the strategic platform architecture. During this engagement, the platform took on three new affiliates, launched on mobile, and had a daily transaction rate increase of 30x.
  - **SeeSaw.com / Project Kangaroo** **London, UK**  
*Various* 2008 - 2010  
Project Kangaroo was an OTT joint venture by the BBC, Channel 4 and ITV, later launched as SeeSaw.com by Arqiva. Lead project engineer, ran the re-architecture of the platform from SPARC to x86, and the architecture of the data warehousing and BI suite.
  - **FOXTEL** **Sydney, Australia**  
Relocated to Australia to help bring slipping project back on track - launched the FOXTEL Xbox 360 platform.
  - **BBC Monitoring** **UK**  
BBC Monitoring is a commercial arm of the BBC, which provides signal intelligence capabilities.
  - **Venda, Inc.** **London, UK**  
*Systems Administrator* 2007 - 2008  
Venda, Inc. was the world's largest SaaS e-commerce provider - acquired in 2014 by NetSuite Inc, later acquired by Oracle in 2016. Their PCI-DSS Tier-1 compliant platform handled hundreds of financial transactions per second.
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## Recent Notable Public Speaking

Design Patterns for High Availability: Lessons from Amazon CloudFront (AWS re:Invent 2016, US)	Nov 2016
Encoding Artifacts to Emmy Awards: Taking on 4K Video Processing (AWS re:Invent 2016, US)	Nov 2016
Achieving Security, Agility and Flexibility in the Cloud (Broadcast Asia 2016, SG)	June 2016
Digital Innovation Culture; Logging at Scale; JS SDK Deep Dive (AWS Summits - MY, SG, PH, TW, KR)	Apr 2016
Pure Play Video OTT: A Microservices Architecture in the Cloud (AWS re:Invent 2015, US)	Oct 2015

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## Voluntary

- **mySociety, Open Rights Group, no2id** **Various**  
*Platform Management Consulting* July 2009 - 2016  
Drove mySociety's re-platforming from legacy colo to using a hybrid, Cloud enabled architecture. Major projects launched during this period include FixMyTransport.com, Mapumental.com, and the redevelopment of TheyWorkForYou.com and WhatDoTheyknow.com. Provided platform management and operational guidance for Open Rights Group and no2id, including the launch of multiple new sites for both organisations.
  - **AWS User Group** **Singapore**  
*Community Leader* December 2014 - Present  
Took on coordination and growth of the AWS User Group on behalf of the community. Grew membership from 197 (2015-01-01) to >1700, and average attendance of over 100 per event. Invited to speak at global AWS User Group events, most recently JAWS DAYS (Tokyo, Japan).
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## Awards

Worldwide Commercial Sales Award - APAC (Amazon Web Services)	2016
"WD-40" Sales Award (solving customer problems) - APAC (Amazon Web Services)	2016
Best Technical Innovation (Scrapbook, Channel4) - Online Media Awards	Aug 2013
Innovation Award for Content Delivery (4oD on Xbox, Channel 4) - IBC	Sept 2012