

# Alex Smith

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## Objective

My speciality is to drop in to any situation and quickly build technical leadership, regardless of the discipline involved. 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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## Experience

- Amazon Web Services** **Singapore**  
*Solutions Architect, Media and Entertainment* *December 2014 – Present*  
Currently leading Media and Entertainment architecture across ASEAN and wider APAC. A hybrid role, providing technical thought leadership, evangelism, architecture and guidance both internally and externally.
  - Initially split role between Functional and Vertical, later became SME in Media and Entertainment for APAC
  - Creating and driving both internal and external go to market strategies and service offerings
  - Regularly travel globally for public speaking and customer engagement, helping to build Amazon's profile, while driving adoption and excellence
  - Multi-level engagement, from driving CxO buy-in to network level optimisation
- SwiftServe** **Singapore & Cambridge, UK**  
*Head of Professional Services* *October 2013 – December 2014*  
SwiftServe is a content delivery technology provider, with principle 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.
  - Reported directly to the CEO, as a peer to the CTO
  - 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-S\$mm revenue
  - Extensive technical investigation, resolving high profile repeated faults and improving overall customer experience
  - Restructured to include deployment functions. Provided management, mentoring and guidance to the Post Sales Support team
- Piksel (formerly KIT digital, ioko)** **Singapore, Malaysia, & London, UK**  
*Senior Technical Architect* *01/2012 – 10/2013*  
**ioko** **London, UK**  
*Technical Lead, Senior Engineer, Systems Engineer* *03/2008 – 12/2011*  
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 principle technical authority on multiple projects, 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 (internal and external) 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 organization, which form part of customer production systems
  - In addition to technical roles, taken on commercial, pre-sales and marketing functions
  - Knowledge of EMEA, ANZ, and ASEAN video markets and working environments

## Projects

- Celcom, Axiata Group Berhad** **Kuala Lumpur, Malaysia**  
*Senior Technical Architect* *2012 - 2013*  
Video on Demand project, to deliver premium content to existing cellular subscribers. Lead the project as the Platform Architect, specialised in the development of automated deployment systems and platform content delivery strategy. Integration with OSS & BSS services.

- **Channel 4 Television Corporation**  
*Lead Infrastructure Architect*  
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 public and private IaaS providers. Worked as the primary infrastructure architect on a range of services, and final line of technical escalation for production issues.

  - \* Development and implementation of an IaaS Management System across all Amazon Web Services and Private Cloud hosted sites
  - \* Lead Infrastructure Architect on projects including:
    - 4oD on PS3, iOS, and Xbox 360 (IBC 2012 Innovation in Content Delivery Award)
    - Full Platform Re-architecture (incl. migration to Amazon Web Services)

**London, UK**  
2010 - 2012
- **FilmFlex (Film4oD, Virgin On Demand, hmv on-demand)**  
*Infrastructure Platform Owner*  
FilmFlex is a UK Movies on Demand service. Acting as the internal infrastructure platform owner for this platform within KIT digital, and managing and maintaining the strategic platform architecture. During the tenure with FilmFlex, the platform took on three new affiliates, launched on mobile devices, and had a daily transaction rate increase of several orders of magnitude. FilmFlex was purchased in 2014 by Vubiquity.

**London, UK**  
2009 - 2013
- **SeeSaw.com / Project Kangaroo**  
*Various*  
Project Kangaroo was initially an OTT venture by the BBC, Channel 4 and ITV, later launched as SeeSaw.com by Arqiva. Became lead project engineer, and lead the architecture of the data warehousing and BI suite.

**London, UK**  
2008 - 2010
- **FOXTEL**  
FOXTEL is an Australian premium television company. Originally joining the team to aid the implementation, relocated to Australia to provide technical assurance for meeting aggressive launch dates for the new FOXTEL on Xbox 360 platform.

**Sydney, Australia**
- **BBC Monitoring**  
BBC Monitoring is a commercial arm of the BBC, which provides signal intelligence across various data sources.

**UK**
- **Venda, Inc.**  
*Systems Administrator*  
Venda, Inc. was the world's largest SaaS e-commerce provider. Their PCI-DSS Tier-1 compliant platform handled hundreds of financial transactions per second. Venda was acquired in 2014 by NetSuite Inc.

**London, UK**  
2007 – 2008
- **aql**  
*Systems Support & Software Development*  
aql are an award winning VoIP, datacentre and hosting company based in the UK.

**Leeds, UK**  
2004 – 2006 (various)

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## Core Skills

**Business:** Public Speaking, Product Management, Solution Development

**Technologies:** Amazon Web Services, HTTP [Caching, Nginx/Varnish/Apache/STM], Automation [Puppet, Chef], Performance Optimisation [JVM, PHP, Python, Ruby], Databases [MongoDB, Oracle RDBMS, MySQL, PostgreSQL] Virtualisation [VMware, Xen, KVM], Media [Encoding, Packaging, Protocols, Architectures]

**Languages:** Write: [Python, ~~La~~TeX, Perl, shell script, SQL]; Read: [Java, C, C++, Ruby, PHP, Japanese, etc.]

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## Public Speaking

Pure Play Video OTT: A Microservices Architecture in the Cloud (AWS re:Invent 2015 - Las Vegas, US)	Oct 2015
CDN Federation in ASEAN (AIMS Customer Conference - Kuala Lumpur, MY)	Nov 2014
Web Security Innovation (Conversant Annual Conference - Shanghai, CN)	Oct 2014
Test Driven Infrastructure	Jun 2012
MongoDB For an RDBMS DBA	May 2012
DevOps in an ITIL Environment (VMware Conference, London)	Sept 2011

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## Awards

Best Technical Innovation (Scrapbook, Channel4) - Online Media Awards	Aug 2013
Innovation Award for Content Delivery (4oD on Xbox, Channel 4) - IBC	Sept 2012