

## Contact

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[www.linkedin.com/in/dannyasmith](https://www.linkedin.com/in/dannyasmith)

(LinkedIn)

danny.is (Personal)

danny.is/cv (Other)

## Top Skills

Business Planning

Management Consulting

HR Consulting

## Languages

English (Native or Bilingual)

## Certifications

Preparing to Teach in the Lifelong Learning Sector (PTLLS)

Instructional Skills Workshop

Qualified Facilitator: Instructional Skills Workshop (FDW)

TeamOps Certification

Professional Scrum Master (PSMI)

# Danny Smith

Fractional COO & Consultant | Creating high-performance remote organisations

Greater London, England, United Kingdom

## Summary

I work with leaders to intentionally design remote organisations & ways of working, laying the foundations for rapid scaling and long-term organisational health.

I spent 2021 at Oyster, scaling their fully-remote (globally distributed) company from 14 to 500 people (and a \$1bn valuation). Which was absolutely wild.

I work mostly at the intersection of system design, human behaviour, remote work & operations. I'm convinced that knowledge work has no borders and the "remote work revolution" has the power to make the world a fairer and more equal place for everyone. Globally distributed companies are the future. And the remote workplace should be diverse, safe & supportive for all.

I talk about "Organisational Health" a lot because healthy orgs feel calm when ploughing through unknown waters at 1000mph and can operate on the edge of chaos without being chaotic: much better for our people, and our business. Since systemic health problems have a disproportionately large effect on distributed remote teams (and quickly compound with scale), I'm on a mission to help folks be more intentional about how they design & transform remote-first orgs.

➡# Read more on this → <https://danny.is/writing/organisational-health>

I love meeting new folks, so hit me up if you wanna chat ↗#

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If you've read this far you \*might\* be interested to know...

- I've a sporadic sideline in personal coaching and team facilitation.

- I used to be a software engineer, but realised I have a much bigger impact when I help others do their thing better. And now that's my thing. (I still code, but just for fun.)
- Before that I was a blues musician. I still perform and jam lots: music has this weird ability to transcend language and cultural barriers.
- I'm a generalist. Obviously. Sorry not sorry.

In the past, my desire to "make work better for everyone" saw me doing:

- Education → curriculum design, learning design, teaching etc.
  - Engineering process → DevOps, architecture etc
  - Agile coaching & delivery process (SAFe still gives me nightmares).
  - Design systems before they were hip.
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## Experience

Danny Smith  
Consultant & Fractional COO  
June 2020 - Present (5 years 6 months)  
Remote

Armakuni  
Consultant  
December 2024 - May 2025 (6 months)

Pole Star EAM  
Chief Operations Officer  
October 2022 - October 2024 (2 years 1 month)  
Remote

Oyster®  
Consultant - Remote Workplace Design & People Ops  
October 2020 - January 2022 (1 year 4 months)  
Remote

Delocate (acquired by Oyster)  
Principal Consultant

August 2020 - February 2021 (7 months)

Remote

**RED Academy**

1 year 3 months

**VP Technology**

June 2019 - May 2020 (1 year)

Remote

**Global Curriculum Director, Technology**

March 2019 - May 2020 (1 year 3 months)

Remote

**Lead Instructor**

March 2019 - April 2019 (2 months)

London

**Ada. National College for Digital Skills**

**Curriculum Designer & Lecturer**

June 2018 - April 2019 (11 months)

London, United Kingdom

**CharlieHR**

**Senior Software Engineer**

July 2017 - May 2018 (11 months)

London, UK

**Sparta Global**

**All Sorts**

March 2014 - April 2017 (3 years 2 months)

London, UK

I wore \*a lot\* of hats as we grew from a 3-employee startup to 80+ folks

**Royal Air Force Air Cadets**

**Adjutant, Central Training Team, HQ RAFAC**

April 2011 - January 2017 (5 years 10 months)

RAF College Cranwell

**Collinson Group**

**Software Engineer**

August 2013 - March 2014 (8 months)

London, United Kingdom

**Manyhats Design**  
**Founder**  
June 2011 - February 2014 (2 years 9 months)  
Eastbourne & Bristol, UK

**Freelance**  
**Web Developer**  
February 2007 - June 2011 (4 years 5 months)  
Brighton, United Kingdom

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## Education

**University of Sussex**  
BSc, Computer Science · (2006 - 2010)