

# Geoff Clayton

CTO | Platform Lead | Software Engineer

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Axminster, Devon, UK

A senior technology leader and CTO with over a decade of experience shaping end-to-end architecture, delivery and cyber security for a successful end-to-end analytics platform. Experienced in setting company-wide technical strategy, leading engineering teams and delivering technology improvements that create measurable value. Geoff is a versatile communicator able to align technical decisions with organisational goals in a variety of stakeholder contexts.

## Professional experience

### CTO

[Bright Analytics](#) · London

Jan 2020 - Present

- Handled all technology and software engineering operations across the company; defined architecture, delivery standards, and cyber security practices for the platform.
- Developed and executed the product roadmap, introducing scalable microservices and leveraging cloud products to support business growth and evolving usage patterns.
- Implemented process improvements and technical best practices, increasing development efficiency and reliability of product delivery.
- Recruited, mentored, and managed the engineering function, building a high-performing, diverse and geographically distributed team.
- Oversaw 3rd party security audits and led remediation efforts, strengthening the platform's security posture and compliance.
- Delivered measurable improvements in platform stability, operational efficiency, and client-facing analytics capabilities.

### Platform Architect

[Bright Analytics](#)

Jan 2017 - Dec 2019

- Designed a new iteration of the platform, moving from the legacy monolithic architecture to a mix of microservices and full stack apps.
- Hired and managed contractors and permanent employees in a variety of roles.
- Led requirements gathering and took on Project Management duties when required.
- Created documentation for both internal and external non-technical stakeholders.

### Lead Developer

[Bright Analytics](#)

Jan 2012 - Dec 2017

- Full-stack software development.
- Team leadership and mentoring. Process development and team culture.
- Devised a novel approach to supporting customised semantic layer configuration across multiple tenants.
- Designed and built from scratch a flexible MySQL based reporting engine.
- Data visualisation development.

### Business Services Analyst

[HMV UK](#) · London

Jan 2009 - May 2012

- 2nd / 3rd line application support
- EDI
- EPOS
- AS/400

### Windows Infrastructure Analyst

[HMV UK](#)

Sep 2007 - Jan 2009

- Desktop IT Support
- 1st line Windows server support

## Technical skills

Web development	Database
PHP 8	SQL
Laravel 10	MongoDB
HTML	Elastic Search
CSS	Redis
Javascript	Snowflake
React	Ops
Other languages	AWS
TypeScript	Linux (Ubuntu)
Elixir	Docker
Bash	Vagrant
Python	SSL
	nginx
	DNS
	CI/CD
	DX (developer experience)

## Education

MSc, Cyber Security Analytics - with Distinction (2023-2025)

[University of Exeter](#)

BSc (hons), Maths & Computing - First-class honours (2012-2018)

[The Open University](#)

GCSE & A Level

[Abingdon School](#)

## Interests

Computers  
Music  
Photography  
Swimming  
Science fiction  
DIY & gardening

## Systems Support Analyst

HMV UK

- Helpdesk phone & email support for store and Head Office users
- Out of hours support

May 2005 - Sep 2007

Links

## Side projects

[www.today](#)

Apr 2023 - Present

Tracks Google autocomplete results for the 5 "W"s (Who, What, When, Where, Why)

- Laravel 10
- Side / hobby project
- Puppeteer
- Analytics

[radio-tracker](#)

Aug 2022 - Present

BBC 6 Music 'now playing' app with favourites tracking - WIP

- Elixir
- Side / hobby project
- Phoenix LiveView

[github.com/jefc1111](#)

[linkedin.com/in/geoff-clayton-b0222982](#)

[geoffclayton.com](#)

[photography.geoffclayton.com](#)