

Geoff Clayton

CTO | Platform Lead | Software Engineer

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Axminster, Devon, UK

A CTO and career technologist with over a decade of experience shaping end-to-end architecture, product delivery and cyber security for an established full service analytics platform. Experienced in setting company-wide technical strategy, leading engineering teams and delivering technology improvements that create tangible business value. Geoff is a versatile communicator able to align technical decisions with organisational goals in a variety of stakeholder contexts.

Professional experience

CTO

Jan 2020 - Present

[Bright Analytics](#) · London

- 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, leveraging cloud products to support business growth and evolving usage patterns.
- Implemented process improvements and technical best practices; increased development efficiency and reliability of product delivery.
- Recruited, mentored, and managed the engineering function; built 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

Jan 2017 - Dec 2019

[Bright Analytics](#)

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

Lead Developer

Jan 2012 - Dec 2017

[Bright Analytics](#)

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

Business Services Analyst

Jan 2009 - May 2012

[HMV UK](#) · London

- 2nd / 3rd line application support.
- EDI configuration and development.
- EPOS support.
- IBM AS/400 application support.

Windows Infrastructure Analyst

Sep 2007 - Jan 2009

[HMV UK](#)

- Microsoft Windows desktop IT Support.
- 1st line Windows Server support.

Technical skills

Web development	Database
PHP	SQL
Laravel	MongoDB
HTML	Elastic Search
CSS	Redis
Javascript	Cloud ops / Devops
React	AWS
Other languages	Linux
Typescript	Docker
Elixir	Vagrant
Bash	SSL
Python	nginx
	DNS
	CI/CD
	DX (developer experience)

Education

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

[The 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
Vegetable gardening

Systems Support Analyst

May 2005 - Sep 2007

[HMV UK](#)

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

Links

github.com/jefc1111

[linkedin.com/in/geoff-clayton-b0222982](https://www.linkedin.com/in/geoff-clayton-b0222982)

geoffclayton.com

Side projects

[DeltaKeep](#)

Jan 2025 - Present

A novel web reconnaissance framework for front-end JavaScript assets.

- Git-based change monitoring and persistence
- MSc dissertation project
- Cybersecurity reconnaissance
- Blue team tooling
- Automated de-minification / de-obfuscation
- Forensic change analysis

[Kilminster History Group \(KHG\)](#)

Oct 2022 - Present

Digital archive and website implementation for local history collective.

- Voluntary work / community interest
- Requirements gathering and technology selection
- Coaching non-technical users
- Omeka S
- AWS
- Ongoing maintenance and continuity planning

[www.today](#)

Apr 2023 - Present

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

- PHP, Laravel 10
- AWS Lambda
- Puppeteer, web scraping
- Side / hobby project

[radio-tracker](#)

Aug 2022 - Present

BBC 6 Music 'now playing' app with Spotify integration.

- Elixir
- Phoenix LiveView
- Side / hobby project