

ANDY SMITH

andy@ymkm.com

0402 741 759

Technology Leader specialising in complex and high profile internet broadcast solutions. Proven success in architecture, product management and leading productive teams.

Employment

BBC

London, August 2007 to December 2008

Sydney, December 2008 to date

Product Manager, Media Playout (to December 2008)

Architect, iPlayer (to date)

Responsible for digital media applications across the BBC including the Embedded Media Player (serving over one million programmes each day on BBC iPlayer) and a cross-platform desktop client.

- **Technical Leadership** – Founded team to deliver single audio and video experience across the BBC – recognised with the 'One BBC' Award in 2008. Member of BBC Senior Technical Leadership team.
- **Architecture** – Designed core iPlayer web-services. Lead architect for introduction of Flash streaming, adaptive multi-bitrate delivery, TV and radio simulcast, Adobe Air desktop client and HD content.
- **Product Management** – Balanced feature requests of diverse BBC stakeholder groups (Vision, News, World Service, User Experience and Accessibility) to ensure a coherent and sustainable product set. Key launches included BBC News and Sport (160 million streams during 2008 Olympics) and iPlayer Radio (presented at HackDay 2008 conference).
- **Strategy** – Collaborated on white papers and proposals for Project Marquee (sharing iPlayer technology internationally) and Project Canvas (open standard for broadband-to-TV).
- **R&D** – Led implementation of iPlayer on PS3 in collaboration with Sony. Drove various early-stage research and prototyping projects with content encoding, delivery and optimisation partners.

MTV

London, September 2001 to June 2007

Lead Architect & Interactive Development Manager, Europe. Portfolio included MTV, VH1, TMF, Paramount Comedy, Nickelodeon and Viacom brands.

- **Architecture** – Created enterprise web platform running 41 sites in 11 languages featuring pan-European social networking applications, localisation framework and web-service integration with broadcast, mobile and interactive TV.
- **Management** – Coordinated and planned large scale projects. Hired and managed teams of permanent and contract developers in London and Stockholm. Managed outsourcing initiatives in Bangalore.
- **Delivery** – Established agile development methodology. Introduced collaborative knowledge management tools and an active programme of code quality improvement. Company-wide authority for development standards and data protection.

The Farmshed (McKinsey & Co.)

Sydney, January 2001 to July 2001

Technical Lead for innovative agribusiness portal developed by the McKinsey & Co. Accelerator Group and Sapient, backed with \$50m (AUD) of venture capital.

Rare Medium

Sydney, May 2000 to November 2000

Director of Software Engineering for web services company with emphasis on user-centred design. Managed team of 14 Java and .Net developers, business and QA analysts.

NetDiary

London, August 1999 to March 2000

Development Manager for social calendar start-up. Led team of 8 Java developers.

Dresdner Kleinwort

London, November 1998 to July 1999

Analyst, Online Markets - Designed and deployed Public Key Infrastructure for 33,000 users including R&D on rollout of smartcards and cryptographic accelerators.

Swiss Telecom

Guildford, May 1997 to October 1998

Lead Java Developer - Created reference platform for first Java-powered set-top box. Led application development group creating TV-optimised email client and web browser

Education

Goldsmiths, University of London

1992-1995

BSc (Hons) Psychology 2:1

Skills

Comprehensive knowledge of technology stack used to deliver large-scale websites and internet broadcast solutions with particular expertise in :

- **Web architecture** (n-tier enterprise environments, SoA, REST, LAMP)
- **Digital media** (production, encoding, metadata, distribution, optimisation)
- **Domain modelling** (13 years OO modelling, XML schema design)
- **Server-side** technologies (Java application servers, EJB 3.0, PHP)
- **Client-side** technologies (XHTML, JavaScript, CSS, Flash)
- **Product design** (information architecture, usability, accessibility, compliance)