

Alex Smith

alex@alexsmith.org • Singapore • <https://alexsmith.org>
+65 8451 6184 • <https://sg.linkedin.com/in/alexjs>

Personal Goal

To synthesise trust, integrity, and leadership - allowing people to achieve more than they felt feasible.

Experience

• Microsoft

Singapore

Senior Director, Asia, AI Business Solutions

Sep 2024 – Oct 2025

Leading the design and execution of the Asia strategy for Sales and Marketing/ Go-To-Market, Product and Engineering, End-User Engagement, and channel partner ecosystem. Delivered launch execution for new Tier-1 markets, and exceeded >30% YoY Growth, achieved through:

- Delivering inclusivity and equity for Asia field teams in historically EU/US-centric global motions
- Leadership of product development for market requirements across regulatory, security, and policy facets
- Cross-Segment Asia Executive Sponsor
- Mentoring and development with focus on growing capabilities in the channel and area leadership

Senior Director, Asia, Azure

July 2023 – Sep 2024

Developed new scaled operating model to support a channel partner first strategy. Drove global adoption of proven Asia operating model. Delivered strongest year of Advanced AI Workloads from an already significant baseline through high touch partnerships.

- Accountable for the execution across all engines, programmes, and offerings including the channel ecosystem, 1st / 3rd party engines, GTM, sales, and Customer/Partner Success teams.
- Create, iterate, and contextualise solution offerings and solution plays for Asia
- Define, build, and manage the creation of new roles for through-channel growth
- Developed Field Operating Model including the incubation of additional functions and expansion globally
- Provide regional leadership for all commercial and operational cadences for Microsoft's Cloud Offering
- Regional leadership for Azure OpenAI in Asia both internally and externally facing

Director of Customer Success, Azure & Security, Asia Pacific

March 2020 – July 2023

Azure Technical Manager, Asia Pacific

May 2017 – Mar 2020

Built and scaled a >300 person consumption organisation formed from the merger of existing teams, including tech sales and support delivery. Managed significant organisational evolution, with employee engagement consistently above benchmark and CSAT remaining strong. Developed a new role specification, and landed it globally across a 16k-person organisation. Delivered triple-digit YoY growth for Azure and Security Solution Areas, and consistently exceeded revenue targets for Managed Service and Enterprise Support.

- Revenue and usage accountability for Azure and Security Solution Areas (Cloud MRR)
- Delivery and revenue accountability for Managed Service and Enterprise Support (Billed Revenue))
- Built a high performance and high morale organisation, as both a direct manager and later regional leader.
- Effected organisational change across role design, people transformation, standardisation of operating model
- Acted as the 'last line of defence' for escalations across Asia Pacific and trusted interface to engineering.
- Partner with regulators, governments, and industry bodies enabling secure and compliant Cloud adoption in nascent sectors

• Accelerating Asia (and previously muru-D/Telstra)

Singapore

Mentor

August 2016 – Present

Accelerating Asia is an early-stage venture capital fund and accelerator headquartered in Singapore with a focus on socially impactful initiatives in Asia. I provide guidance and mentoring for early stage startups across GTM, Scaling, Product Development, and Organisational Development.

• Amazon Web Services

Singapore

Head of Media & Entertainment BD and Architecture, Asia Pacific

December 2014 – May 2017

Established and led the Media and Entertainment Architecture practice for Amazon Web Services. A hybrid role of technical thought leadership, evangelism, and adoption excellence both internally and externally.

- Drove the growth of Edge Services and Media workloads for ASEAN through human first sales strategies
- Owned the full cycle from first conversations and discovery through to architecture, delivery, and executive stakeholder management
- Worked directly with regulators and government stakeholders across ASEAN and Asia Pacific on the compliance and policy surface area required for adoption
- Created repeatable solution plays and field enablement for a new segment; regular speaker at AWS and partner events

- SwiftServe** **Singapore & Cambridge, UK**
Technical Director - Head of Professional Services, Pre-Sales, and Post-Sales *October 2013 – December 2014*
 SwiftServe was a content delivery and security technology provider headquartered in Singapore.
 Hired to build a Professional Services org, focussed on expanding capabilities of the network to compete in a quickly changing market. Head of Technology for Asia. Owned the product management lifecycle, drove the user and commercial requirements from across the customer base in product and network roadmap.
 - Product Owner for Security-aaS platform (DDoS mitigation, WAF, and Bot Management)
 - Delivered triple-digit YoY growth with ASEAN’s largest game publisher - as anchor tenant / case study.
 - Built a new Professional Services team into a multi-\$m revenue generating organisation within 9 months
 - Extensive operational leadership, resolving high profile incidents and improving overall customer experience
- Piksel (formerly KIT digital, ioko)** **Singapore, Malaysia, & London, UK**
Director of Architecture, Video and Streaming *03/2008 – 10/2013*
 Piksel was an ITIL managed service provider and systems integrator working across a range of clients, including Channel 4, BBC, AT&T, Square Enix, and Disney. Piksel acquired ioko in April 2011.
 - Leadership and development of teams for the delivery of high profile public platforms
 - Primary interface to clients, produced high and low level designs, with deep involvement in commercial and technical implementations; acted as the SME for a range of products, industries, and offerings.
- Venda, Inc.** **London, UK**
Systems Administrator *2007 – 2008*
 Then the world’s largest SaaS e-commerce provider, Venda was acquired by NetSuite Inc (2014), and Oracle (2016).
- aql** **Leeds, UK**
Systems Support & Software Development (PT) *2004 – 2006 (various)*

Notable Projects

- Organisational Transformation:** Microsoft Customer Success Unit **Asia Pacific**
 The aggregation of several organisations including support, technical sales, and field engineering. Leading APAC, I built a high performance organisation through technical empathy, customer focus, and human-first leadership.
- New Market Launch:** Dynamics 365 for SMB (Business Central) **Japan**
 Led the product, engineering, sales, and marketing project for the launch of Dynamics 365 for SMB in Japan. This involved working with local regulators, partners, and customers to ensure a successful launch.
- New Product Development:** Celcom, Axiata Group Berhad **Kuala Lumpur, Malaysia**
 Chief Architect for Video on Demand product providing premium content to cellular subscribers.
- Digital Transformation / Product Evolution:** Square Enix **UK & Canada**
 Infrastructure Technical Lead for Square Enix’s online gaming platform.
- First-in-Market Cloud Adoption:** Channel 4 Television Corporation **London, UK**
 Lead Infrastructure Architect for Channel 4 - a UK public broadcaster (one of the first adopters of Public Cloud). I built a platform for Cloud Management (pre AWS tooling) and rearchitected their video platform. I was responsible for the delivery of 4oD to new devices - which resulted in winning the IBC Innovation Award for Content Delivery
- Platform Architecture:** SeeSaw.com / Project Kangaroo **London, UK**
 Chief Architect (Infra, Data Platforms, BI) for joint venture by the BBC, Channel 4 and ITV.

Notable Public Speaking Engagements

Connexions Asia Keynote: Human Beings in the Age of AI	May 2025
Directions Asia 2025 Keynote: Partner First Growth in Asia	May 2025
Singapore Media Festival Keynote: Media Content in the Age of AI	Dec 2018
AWS re:Invent 2016: Design Patterns for High Availability: Lessons from Amazon CloudFront	Oct 2016
AWS re:Invent 2016: Encoding Artifacts to Emmy Awards: Taking on 4K Video Processing	Oct 2016
Broadcasia Asia: Achieving Security, Agility and Flexibility in the Cloud	June 2016
AWS Summits: Digital Culture; Logging at Scale; JS Development Deep Dives	Apr 2016
AWS re:Invent: Pure Play Video OTT: A Microservices Architecture in the Cloud	Oct 2015
AIMS Malaysia Keynote: Federated CDNs - the future of delivery in Southeast Asia	Nov 2014

Awards

Manager of the Year - Azure (Microsoft)	2023
Worldwide Commercial Sales Award - APAC (Amazon Web Services)	2016
Best Technical Innovation (Scrapbook, Channel4) - Online Media Awards	Aug 2013
Innovation Award for Content Delivery (4oD on Xbox, Channel 4) - IBC	Sept 2012