

SIMON GADD

+44 7966 405 903 | simon@gadd.biz | linkedin.com/in/simon-gadd
UK/Swiss Dual National | SC Clearable | Available Immediately

EXECUTIVE SUMMARY

Transformation leader who delivers. Turned around a failing IoT platform in 6 months – rebuilding the product, the team, and the customer relationship. 20+ years converting telco complexity into commercial results: from founding-team start-up to £25m exit, closing multi-million Tier-1 deals, and scaling teams from 3 to 200+. Now building production AI solutions for telecommunications – not PowerPoint but working systems that drive operational efficiency.

AI & TRANSFORMATION CREDENTIALS

- Agentic AI for Telcos:** Building production PoC systems that autonomously execute business processes – call centre optimisation, billing dispute resolution, customer journey automation. Not vapourware.
- Decision AI Expertise:** Deep understanding of AI systems that provide auditable, explainable recommendations for complex commercial decisions – traffic steering, pricing optimisation, risk assessment.
- AI-Driven Analytics Platform:** Architected real-time data infrastructure (Apache Pinot, Superset) powering automated billing reconciliation and predictive analytics for 300K+ managed SIMs.
- API-First Platform Design:** Led architecture of IoT CMP with full programmatic control – the foundation for AI/ML integration and autonomous operations.

THE SIMPLIFY TURNAROUND

INHERITED

- Platform in crisis – missing SLAs
- Customer relationship fractured
- Contract renewal at risk

DELIVERED

- Complete platform rebuild in 6 months
- New 3-year contract secured
- 300K+ SIMs under management

Led a 28-person distributed team (UK product, India engineering). Established incident management, SLAs, change control, and security compliance for a regulated telco environment.

CAREER HIGHLIGHTS

Managing Director – Nextgen SIMplify | Sep 2024 – Jan 2026

Full P&L ownership. Defined 3-year strategy positioning SIMplify as API-first IoT CMP for Tier-1/2 operators. Integrated AI-driven analytics, eSIM/5G-SA support. Quarterly board presentations, investor-style forecasting.

Systems Consultant – MoD Contracts (SC Cleared) | Nov 2020 – Aug 2024

Oracle APEX development for defence systems. Gained deep understanding of MoD hosting, engineering standards, and orchestration requirements.

Head of Pre-Sales – Nextgen Clearing | Jan 2019 – Oct 2020

Technical leadership for major opportunities. Created PoC systems that won deals. Product strategy advisory.

Board Director (Technology) – Nextgen Clearing | Jan 2009 – Jul 2018

Employee #2. Helped scale 3 → 200+ staff across multiple countries. Built Mobile Roaming Financial Clearing and IOT Discount Management platforms from blank sheet. Central to securing Tier-1 MNO clients globally. Led team transformation from legacy Oracle Forms to modern Oracle APEX stack.

CORE EXPERTISE

AI & Data

- Agentic AI Systems
- Decision AI / ML Ops
- Real-time Analytics
- API-First Architecture

Telco Domain

- IoT / CMP Platforms
- BSS/OSS Systems
- Wholesale Roaming
- 4G/5G/eSIM/EUICC

Leadership

- P&L Ownership
- Scale-up (3→200+)
- Tier-1 Deal Closing
- Board & Investor Comms