

Tim Perry

Technology Strategy & Advisory — Cloud, Data and AI

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Summary

Technology advisor with 10+ years helping enterprise clients decide what to do with cloud and AI — and then shaping how it actually gets delivered. Works across the full arc: building senior client relationships, identifying and shaping opportunities, defining strategy and investment cases, then setting the delivery approach that makes them real.

The differentiator: advice grounded in a practising architect's background. Having designed and built these systems, the strategy work reflects what survives contact with a client's estate, regulators, and engineering teams — not what looks good in a deck. Track record across financial services, media, retail, and insurance, advising audiences from engineering leads to C-suite.

Key Capabilities

- Senior client advisory & account development (CIO, CTO, CDO and business unit leadership)
- Technology & AI strategy: adoption roadmaps, operating models, investment cases
- Pre-sales & business development: opportunity shaping, proposals, demos, pipeline creation
- Engagement shaping & commercial scoping: team design, estimation, phased delivery structures
- Enterprise AI/LLM solution design and delivery oversight
- Cloud architecture (Azure, AWS, GCP) and Microsoft partner ecosystem experience
- Workshop facilitation: design thinking, ideation, and executive alignment sessions
- Coaching, mentoring & practice capability building

Background also spans behavioural economics, UX, and hands-on engineering (Python, DevOps, infrastructure-as-code) — kept current deliberately, so delivery-shape advice stays credible.

Selected engagements

Global Specialty Insurer

From Greenfield Account to AI Roadmap

INSURANCE

- Entered as a greenfield account at the client's Data & AI summit — no existing relationship, no brief — alongside established reinsurance tech vendors with ready-made products.
- Rather than pitching a solution, used the summit to help the client's leadership map where AI could realistically apply across their operations, then prototyped an end-to-end AI-enabled underwriting journey during the hackathon that reframed the conversation. The Chief Underwriter said he'd start building an MVP immediately if it were his call.
- Converted that positioning into paid work: an MVP for GenAI contract analytics, structured as the foundation of a broader AI-enabled underwriting platform, with a portfolio of 3 initiatives managed across the account.

Greenfield account converted into 2 paid engagements worth £500k, with a £2m+ pipeline across contract intelligence and underwriting.

Big Five Publisher

AI Adoption Strategy & Platform Build-Out

MEDIA & PUBLISHING

- Advised a Big Five English publisher on AI adoption across marketing automation, customer service, and order processing — embedded with their engineering squads and trusted by leadership on direction and prioritisation.
- Kept 7 client stakeholders across marketing, engineering, customer service, and IT aligned — from architecture decisions with developers to value and prioritisation conversations with leadership.
- Shaped the engagement structure: 6-week prototyping, 6-week production hardening, then a 6-month expansion — and steered the account from a single use case into a modular AI platform that cut time-to-deploy for new use cases from 6 weeks to 2 days.
- Now leading expansion into the publisher's UK arm: presenting to UK leadership and running ideation workshops to prioritise use cases for the new market.

£250k revenue realised; single engagement grown into a multi-year, multi-market account with the platform adopted as a reusable pattern.

Major UK Bank

AI Strategy & PoC for Regulatory Reporting

FINANCIAL SERVICES

- Shaped and led an AI proof-of-concept for a major UK high street bank tackling regulatory trade reporting accuracy across multiple jurisdictions — a domain where the technology conversation is inseparable from compliance and operating model questions.
- Designed the validation approach (isolation forest anomaly detection on real client data) that surfaced reporting gaps the bank's rule-based systems weren't catching — turning a speculative conversation into an evidenced business case.
- Guiding a 5-person team through PoC delivery while keeping 4 client stakeholders across compliance, engineering, and operations aligned.

Designed as a reusable proposition for UK financial services; estimated £10m+ market opportunity for the practice.

Major Food & Retail Multinational

AI Vision & Operating Model Alignment

CONSUMER GOODS

- Led scoping for an AI pilot spanning multiple consumer brands in a heavily decentralised organisation — each brand running programmes independently with no shared governance or reporting standards.
- The challenge was organisational, not technical: ran design thinking workshops with business unit leaders to converge a fragmented enterprise on a shared AI vision before any build began, then defined the technical approach.

Secured agreement to build a pilot using AI to synthesise programme data into executive summaries for steering committees.

Global Investment Bank

Proactive Opportunity Creation

FINANCIAL SERVICES

- Led a firm-funded initiative to prototype an AI-enabled risk assessment platform for the bank's global financial product portfolio — built speculatively, with no existing client brief, to open a strategic conversation.
- Delivered a full-stack demo in 4 weeks integrating the client's own risk controls and compliance frameworks.

Senior stakeholder buy-in secured; converted into a pilot phase with real data and expanded engagement across risk operations.

Experience

Senior Manager, Tech Catalyst

Feb 2023 — Present

PwC UK · London, United Kingdom

Lead client advisory and applied AI solutions work within Tech Catalyst, PwC's dedicated AI and technology innovation unit — the person in the room who connects what the client wants to achieve with what will actually work.

Key contributions:

- Guide enterprise clients from "we think AI could help" through to production: technical discovery, strategy and feasibility, solution design, and the delivery shape to get there.
- Shape and win work: proposition development, proposals, demos, and executive presentations across financial services, media, retail, and insurance accounts.
- Create and deliver content for very different audiences — deep-dive architecture sessions with engineering teams, value and investment conversations with executives.
- Shape the practice's go-to-market strategy, contribute to thought leadership, and build relationships with clients and technology partners including the Microsoft ecosystem.
- Coach and mentor the team, with a focus on learning by doing.

Senior Cloud Architect

April 2020 — Jan 2023

Cloudearch Europe Limited (now Atos) · London, United Kingdom

- Led cloud solution architecture and advisory across multiple strategic enterprise accounts on AWS, Azure, and GCP — the go-to adviser for clients making architecture decisions that had to align with business outcomes.
- Led pre-sales engagements end-to-end: scoping requirements, running technical discovery, then delivering demos, architectural proposals, and solution designs that helped win complex enterprise deals.
- Represented the company externally through public speaking, white papers, and published content; mentored architects and developers internally.

Cloud Architect

May 2019 — April 2020

Cloudearch Europe Limited (now Atos) · London, United Kingdom

- Delivered architecture and implementation of cloud-native solutions for enterprise clients.
- Contributed to internal delivery frameworks, reusable patterns, and documentation; supported account growth through strategic enablement.

Cloud Consultant

September 2017 — April 2019

Bupa Australia and New Zealand · Melbourne, Australia

- Assessed cloud maturity across the organisation and led improvement initiatives spanning people, process, and technology — from Azure proof-of-concepts through to cost optimisation and cross-charging.
- Benchmarked cloud practices against global standards, ran internal audits, and trained teams to embed sustainable practices into business workflows.

Early Career

Australian Unity (2016–2017) — Infrastructure Engineer Owned end-to-end management of hybrid and cloud-native infrastructure (on-prem, Azure, AWS), delivering transformation projects in partnership with architecture and PMO teams.

Fujitsu Australia (2014–2016) — Systems Engineer Delivered infrastructure and project coordination for enterprise clients, acting as the link between internal service teams and external stakeholders.

Racing Information Services (2010–2014) — Senior Systems Administrator Led system administration and infrastructure projects while supporting policy development and change management for a government-affiliated tech organisation.

Education & Qualifications

Certifications

- Microsoft Certified: Azure Solutions Architect Expert (2019–2022)
- AWS Certified Solutions Architect – Associate (in progress)
- GCP Professional Cloud Architect (in progress)

Tertiary

- Holmesglen Institute — Diploma in Information Technology (Networking), 2012
- Swinburne University — Certificate IV in Information Technology (Networking), 2011