William Morgan

Fractional CTO

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Executive Summary



A fractional CTO with 25+ years in technology leadership. I work part-time with businesses whose engineering teams need to make a step change. I have built a platform company from founding, as co-founder of the award-winning ROXi music service, and led architecture at scale in consultancies across finance, transport and telco.

Career Summary

Owner / Advisory Vehicle

Thesis Ltd [2025-current]

- Invited by Y Royalties to mentor their Engineering Lead, the engagement grew to establishing Agile processes and fostering a Product mindset, PI Planning for roadmap alignment with the business and introducing AI-driven development practices.
- We followed up to define a formal architecture, then scoped and delivered a strategic ingestion pipeline targeting 70 percent improvement in pace, with consistent intelligent process and dynamic interrogation of data quality in the delivered streams.
- In parallel I developed an AI-driven agreement extraction application for the business based on the thesis.workbench platform, pulling Music Label and Publishing agreements into a client defined extraction report, standardised data schema and materially de-risking the work of the audit team.
- The engagement concluded when Y Royalties appointed a full-time CTO.

Chief Operating Officer & Co-founder

Magic Media Works Ltd [2014-current, now advisory]

- Built and led engineering and operations teams to deliver ROXi, a TV-centric music video subscription service with an ad-supported tier – globally licenced with all major and independent rights-holders and achieving "Best in Show" awards at CES and NAB 2024.
- Oversaw development and manufacturing of the Electric Jukebox console, integrating custom Android OS and AWS-hosted backend systems with ERP (NetSuite) and CRM (Salesforce).
- Directed the transition from a hardware-focused model to Smart TV and broadcaster partnerships, collaborating with Sky, Samsung, LG, and Sony for service distribution.
- Maintained a world-class media platform with a fully remote team, ensuring resilience and adaptability during the COVID-19 pandemic.

Service Integration Director

Omnifone Ltd [2008-2013]

- Deployed Omnifone's product across 12 Telcos globally, completing all but one project on time and within budget.
- Led projects for clients such as Vodafone, HTC, and BMW, including a custom solution for HP across 20 countries in just five weeks.
- Developed a new operating model to monetize Omnifone's back-end content distribution and integrated staff/processes from a Swedish acquisition.

Chief Architect: Commercial Divisions

Logica Ltd [2005-2008]

- Progressed from Programme Architect to Chief Architect, leading a team of 140 architects across Financial Services, Transportation, and Telco divisions.
- Revamped pre-sales processes to focus on high-value opportunities, improving resource allocation and client acquisition.
- Developed a scalable testing service, securing a preferred supplier position with a global banking group.

Chief Architect: Insurance Practice

Unisys UK Ltd [1998-2005]

- Directed technical delivery of a banking service for Norwich Union, integrating outsourced services from the Bank of Scotland.
- Led a proof-of-concept for a wealth management proposition, evolving into a two-year delivery engagement.
- Successfully turned around a stalled digital TV project within six weeks, resolving 14 months of delays through team realignment and stakeholder engagement.Where I'm Best Used
- Engineering teams absorbed in BAU, when the business needs them building product.
- Businesses changing direction, where the technology has to follow.
- Teams changing how they build software using AI.

Education

- MEng Microelectronic Systems Engineering University of Manchester.
- BEng (Hons) Microelectronic Systems Engineering University of Manchester.

William Morgan

Fractional CTO

A seasoned technologist with a passion for enabling businesses with flexible resilient architecture and process, strong partner and customer relationships, and fundamentally motivated by creating an environment where product and engineering teams can excel in delivering creative solutions.

As Chief Operating Officer and Co-founder of Magic Media Works Ltd I built and led the engineering and operations to deliver ROXi, a TV-centric music video subscription and ad-supported service, and I now advise the business. Earlier in my career I've extensive experience in consulting roles – as Chief Architect for Logica's commercial divisions and prior to that as Chief Architect for the Insurance Practice at Unisys.

Owner / Advisory Vehicle

Thesis Ltd [2025-current]

Advisory engagement with Y Royalties, a Music Audit and Accounting company, to mentor their Engineering Director. The engineering team was largely focused on BAU data ingestion and need to evolve to meet the needs of the business.

We established Agile processes and worked with the team to develop a Product mindset, included regular PI Planning for roadmap alignment with the business and introduced AI-driven development practices and enterprise delivery processes.

We followed up to define a formal architecture, then scoped and delivered a data ingestion pipeline to reduce the time to ingest data by 70 percent.

In parallel I developed an AI-driven contract extraction application for the business based on the thesis.workbench platform, pulling Music Label and Publishing agreements into a client defined extraction report, standardised data schema and materially de-risking the work of the audit team. The engagement concluded when Y Royalties appointed a full-time CTO, a role first offered to me.

Chief Operating Officer & Co-founder

Magic Media Works Ltd [2014-current, now advisory]

I defined the technology strategy and roadmap then recruited and led engineering and operations for Magic Works through several iterations of our proposition – culminating in ROXi, a TV-based music video subscription service with an ad-supported tier that won "Best in Show" awards at both CES and NAB shows in 2024.

With the business focused initially on a hardware offering I led development and manufacturing for the Electric Jukebox console. Alongside this custom hardware our deliverables included a bespoke implementation of Android OS, the on-device consumer application, and our AWS-hosted backend platform. The platform was integrated deeply and in real-time with NetSuite cloud-based ERP and the Salesforce suite for Customer support and CRM, along with several logistics providers for fulfilment.

Responding to market shifts, across eighteen months we transformed to focus on Smart TVs and Broadcasters where I managed delivery partnerships with Sky, Samsung, LG and Sony. Currently running in the UK, the service is globally capable and now launching in the US.

Committed to enabling data-driven decision making I've brought significant attention to delivering real-time telemetry and analytics enabling end-to-end campaign performance tracking with real-time signals into CRM, along with behavioural measurement for verification of benefits as new features are implemented.

Most recently ROXi has been evolved to enable our interactive experience directly into US ATSC 3.0 broadcast channels, a zero-footprint client and no app stores required. In addition, we are materially progressed in delivery of an AI-driven music recommendations engine based on deep-learning models to characterise the music catalogue.

We moved seamlessly to remote working through the Covid pandemic. Together delivering a world-class media platform created by a very small team of talented individuals given the space to operate at their best.

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SKILLS

Strategic Vision & Leadership

- Defining technology vision and roadmap, aligned and appropriate to overall business goals and resources.
- Financial modelling and building business cases to integrate with overall organisational budget.
- Effective trusted communicator with Investors and other C-level management as an executive board member.
- Fostering support at all levels for trade-offs between business goals, technology vision and resources.

Partnerships & Procurement

- Business Development to promote and align propositions with new partners.
- Leading procurement and negotiation of third-party products and services.
- Ongoing relationship management and strategic alignment with third parties.

Technology Expertise

- Cloud computing architectures for scalability and accelerated delivery.
- Experienced in media streaming architectures.
- Ensuring data and systems are secure, identifying and mitigating technical risk.

Delivery Management

- Defining roadmap and projects to deliver the target vision and roadmap.
- Leading the organization through technological advancement and transformation.
- Definition and governance of integration projects with third parties.
- Agile and scaled-agile delivery processes for tight roadmap alignment and risk management.

Service Integration Director
Omnifone Ltd [2008–2013]

I spent five years at Omnifone, a B2B digital music start-up, implementing enterprise-grade product rollout and service integration into Telcos. I created and led the delivery team that deployed Omnifone's product with Sony Ericsson devices across twelve Telcos in Europe, Asia, and Latin America, with all but one project completed on time and within budget.

We created standardized processes for fast and measurable engagements, staffing initially with externals from Accenture and transitioning to an internal team. This team managed projects with Vodafone, HTC, HP, RIM, BMW, and SiriusXM, achieving notable successes like launching a custom solution for HP in twenty countries in five weeks.

Additionally, I developed a new operating model to monetize Omnifone's back-end content distribution business and integrated staff and processes from a Swedish acquisition.

Chief Architect: Finance, Telco & Transportation Divisions
Logica Ltd [2005–2008]

At Logica I started as a Programme Architect within Financial Services, eventually promoted to become Chief Architect for approximately half of the UK business, leading a team of 140 architects across the Financial Services, Transportation, and Telco divisions.

During this time, I led a programme that moved beyond a simple application refresh to deliver substantially greater flexibility and access for external financial advisors, resulting in faster product and process configuration and reduced costs of servicing external third-parties. This led to my appointment as Head of the System Integration Practice for Financial Services.

Working with the UK CFO we also rebuilt and implemented a more rigorous technical approach to pre-sales, which enabled a sharper focus on high-value opportunities through critical analysis of inbound prospects.

Additionally, I refreshed and refocused an internal test organization – developing a robust business case, securing development funding, and integrating with Logica's offshore test service to achieve scale and staffing flexibility. Taken to market, this new service generated a series of new client engagements and secured a place on the preferred supplier list of a global banking group for ongoing test services.

Chief Architect: Insurance Practice
Unisys UK Ltd [1998–2005]

I spent seven years at Unisys UK, where I began as a team lead and ultimately served as Chief Architect for the Insurance Practice.

During this period, I managed the technical delivery of a banking service for Norwich Union's personal finance arm, which required integrating an outsourced business service from the Bank of Scotland. I also led a mixed client and Unisys team in developing a proof-of-concept for a new wealth management proposition, which evolved into a two-year delivery engagement for Unisys.

Additionally, I oversaw a turnaround initiative for a digital TV project that had been stalled for fourteen months, working to re-energize the delivery team and remove barriers with the Digital TV group. The service successfully launched within six weeks of my involvement.

Architect & Team Lead
NedGraphics BV [1992 to 1998]

Employed in the UK and The Netherlands by NedGraphics, a software house that develops CAD and production integration systems for the textile industry.

This included taking the role of architect and implementation lead for an early web-based application, integrating design studios with remote manufacturing plants, based on Microsoft technologies and written up as a case study in the use of emerging web technologies in the Microsoft Developer Network magazine

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EDUCATION

- M. Eng. Microelectronic Systems Engineering
  University of Manchester
- B. Eng (hons 2.2). Microelectronic Systems Engineering
  University of Manchester

INTERESTS

- Jazz Pianist
- Photography
- Design

ENDORSEMENTS

Throughout our relationship William has proven to be open, innovative and pragmatic – clearly looking for strategic alignment across our businesses and focused on building a long-term partnership.

SIMON COLE: CEO 7DIGITAL

William is dedicated, diligent leader, who always displays a high degree of integrity, responsibility and ambition. William's logical, mature and practical approach, coupled with his keen delivery focus are valuable assets for any endeavour.

DOUG IMRIE: CEO OMNIFONE

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