

CURRICULUM VITAE

ADAM NEWBY



PERSONAL STATEMENT

I am a highly experienced professional, with a broad range of skills covering all aspects of information technology, as well as management, finance, contract law and copyright. In my work I bring together my analytical skills and my creativity.

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EXPERIENCE

ACTING CEO, NewsNow

11/2022 – 11/2023

When NewsNow's CEO Struan Bartlett was suddenly taken seriously ill in November 2022, I stepped in to run the company for a period of a year. I was the ideal candidate since I had broad knowledge of the company and a correspondingly broad skill set encompassing software development and systems administration, financial planning, legal and contractual, marketing, editorial, and management. I represented the company on a panel at the International Journalism Festival in Perugia in 2023, presenting a project I helped organise in collaboration with the Public Interest News foundation to support local journalism.

DIRECTOR, ESTUDIO TRES SIETE TRECE SL/STUDIO 3713 BV

2010 -

I set up Estudio Tres Siete Trece SL in 2012 in order to perform IT consultancy, including for NewsNow, as well as photography and videography. I set up a photography studio in Sevilla and worked as a photographer for a number of magazines. In 2018, I travelled to Nazareth in Israel-Palestine to film a documentary ("[Liwan: a Story of Cultural Resistance](#)"), which I also edited and did sound and video post-production on, which is currently being shown in film festivals internationally.

At NewsNow, I continued to do work on its ad stack, incorporating header bidding via Prebid, which once more transformed the company's ad revenue. In 2018 I worked extensively on the legal, contractual and technical issues involved in getting the company ready for GDPR. In 2020, I consulted on the company's response to the COVID-19 crisis, which it successfully weathered, making a loss in one quarter before returning to profitability. Over the years my role has shifted from software development to management consultancy, and I have gained extensive experience with contractual and legal issues, copyright and data protection, financial analysis and projections, management techniques, and more.

SENIOR SOFTWARE DEVELOPER/EXECUTIVE DIRECTOR, NewsNow PUBLISHING LIMITED

3/7/2007 – 30/9/2010

I moved to Spain in October 2005 and continued working on contract to NewsNow and other clients. In 2010 at NewsNow, I developed and launched a mobile version of the website which was very much ahead of its time. I developed a sophisticated ad stack designed to integrate with a server-side RTB system supplied by Switch Concepts. This move transformed the company's ad revenue, which grew exponentially over the next few years.

HEAD OF IT, NewsNow

1999-2005

I began work at UK news aggregator NewsNow in 1999 as its first full-time employee. I participated in its search for VC funding during the dot com boom. After that was successful, I was involved in taking the site from a single web server to a bare metal cluster with redundant databases, and managing an expanded team of software developers to develop its B2B service, including an in-house real time full text indexing and search system which is still in use by the company today. Thousands of lines of code that run the site today were written by me, from the aforementioned filtering system, through in-house web templating, article full text extraction, ad serving and distributed job processing.

SENIOR SOFTWARE DEVELOPER, HP AUTONOMY

1997

During a year working for Autonomy, I helped develop their AI-based systems that allowed for document clustering and suggestion, summarisation, and 'intelligent agents' at their offices in Cambridge, UK as well as on placement with clients such as Virgin Media and The Guardian, in London and the USA.

DESIGNER/SOFTWARE DEVELOPER, PEARSON PUBLISHING (NOW ANSPEAR)

1994-1999

During my time at Pearson Publishing, I worked on the design of a number of educational books, including a set for the 50th anniversary of the United Nations, in Arabic, Chinese and Russian. Pearson Publishing were ahead of the curve when it came to the Internet and technology in general, and while there I worked on a series of interactive CD-ROM projects, installed and set up their first Internet connection, and developed their first web site, complete with an online ordering system at a time when such a thing was largely unheard of.

Education

MA, Computer Science, Pembroke College Cambridge

1991-1994

My final year project in 1994 was the design and implementation of a system that used a neural network to perform character recognition.

SKILL SET

- Software and systems design, including high availability systems and baremetal hosting technology, cloud hosting, AI and machine learning
- Marketing planning and analysis
- Financial analysis and projections
- Contract due diligence
- Regulatory/compliance, with specific attention to copyright & GDPR
- Management and workflow processes
- Employee motivation, HR and grievance procedures
- Copywriting and editing

FOREIGN LANGUAGES

Native English; fluent in Spanish; B2 level Dutch.

I read, write and speak some Hebrew and Arabic and have basic working knowledge of French, German, and Portuguese.

RESIDENCY STATUS

I was born in the UK, hold Spanish citizenship, and am currently resident in The Netherlands.

INTERESTS

I am a news junkie, and spend far too much time each morning reading a multiplicity of news sources.

I play flamenco and electric guitar.

I am a proficient photographer (digital and analogue) and videographer/filmmaker.

I exercise every day, switching between running, bootcamps and yoga.