

Anthony Baker

Solutions Architect | Cloud & AI Automation | Singapore

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PROFILE

Singapore-based solutions architect and technical consultant. Founder of Tecology, a boutique consultancy that designs, builds and runs membership platforms, learning management systems, congress registration and abstract-submission systems, and bespoke web applications for universities and academic associations across the UK, Europe, North America, Australia and Asia-Pacific. Owns the full stack behind them: AWS infrastructure, a WordPress multisite platform serving around 5,000 users, Microsoft 365 across five tenants, and LLM-based agents and automation running in production, built with human-in-the-loop approval controls, governance and detailed documentation.

Before Tecology, nine years in IT recruitment, including building and running two IT recruitment divisions with full P&L accountability. Recruitment is a sales and consulting job: winning accounts, running discovery with hiring managers, advising on team structure and market rates, and negotiating terms. Much of that work was supplying architects and consultants to IT consultancies to staff client projects, giving a first-hand view of how consultancies resource and deliver. That shapes the approach today: at ease leading client discovery, scoping and pricing engagements, presenting to senior stakeholders and translating between technical and commercial audiences.

Currently formalising cloud architecture credentials across Azure and AWS to validate that experience. Open to contract and permanent solutions architect, pre-sales and technical consulting work with consultancies in Singapore and across APAC.

CERTIFICATIONS

- Microsoft Certified: Azure Administrator Associate (AZ-104) — in progress
- Microsoft Certified: Azure Solutions Architect Expert (AZ-305) — in progress
- AWS Certified Solutions Architect – Associate (SAA-C03) — in progress

TECHNICAL SKILLS

- **Cloud & infrastructure:** AWS (EC2, S3, CloudFront, Route 53, IAM), Google Cloud Platform, Linux VPS and dedicated servers, cPanel/WHM, DNS and TLS, backup and disaster recovery.
- **Microsoft 365:** Tenant provisioning and administration, Entra ID, Exchange Online, SharePoint, Teams, Defender for Business, Power Automate, backup and compliance policy.
- **AI & agentic automation:** Integrating LLMs (OpenAI, Anthropic, Microsoft) into commercial environments; designing agentic back-end processes with tool access to business systems; human-in-the-loop approval gates, audit trails, data-handling and governance controls; n8n and Power Automate orchestration.
- **Web platforms:** PHP, WordPress (custom themes, plugins, multisite, WooCommerce), MySQL, REST API and webhook integration, JavaScript, Git.
- **Security & compliance:** Data protection compliance for membership and registration systems across multiple jurisdictions: UK GDPR, EU GDPR (Germany, Denmark), Singapore PDPA, Australian Privacy Act, Canadian PIPEDA and US state privacy law. Data residency decisions, consent and retention policy, hardened hosting, access control, incident response.
- **Consulting & delivery:** Client discovery and requirements workshops, solution scoping and pricing, proposal writing and pre-sales, fixed-price delivery, contractor management, account ownership, IT strategy advisory for SMEs and non-profits.

EXPERIENCE

Tecology Consulting Group

Aug 2020 – present

Founder & Managing Director, UK and Singapore

Founded and run an international technology consultancy serving universities, academic associations and professional bodies. Act as the solutions architect, lead engineer and client principal on every engagement.

- Designed and built membership platforms, learning management systems, congress registration and abstract-submission systems, and bespoke web applications for clients including the University of Southern Denmark, University of the West of Scotland, University of East Anglia, the International Society for Physical Activity and Health and the Asia-Pacific Society for Physical Activity.

- Architect and operate Membersites, a proprietary WordPress multisite platform on AWS, supporting around 5,000 users across client organisations, with automated data workflows into membership and finance systems.
- Deliver Microsoft 365 managed services across five tenants (~150 users): provisioning, security hardening, SharePoint, backup and end-user support.
- Design and operate agentic AI systems that run sales, operations and client-delivery processes end to end, with LLM agents reading and writing to business systems through governed, permissioned interfaces.
- Build these systems to be compliant and transferable: every external action passes a human approval step, data handling respects client and jurisdictional requirements, and every workflow is documented in detail.
- Own data protection and security compliance for clients operating across the UK, EU, Singapore, Australia, Canada and the US, handling cross-border member data, data residency and jurisdiction-specific regulatory requirements.
- Led emergency infrastructure recovery and security incident response, including full server migrations and data recovery under time-critical conditions.
- Provide IT strategy and advisory to SMEs and non-profits without in-house technical leadership: vendor selection, technology roadmaps, security posture.
- Scope and manage specialist contractors (design, development, infrastructure) on a project basis, owning technical standards, timelines and the client relationship.

International Society for Physical Activity and Health

Oct 2024 – present

Non-Executive Director (board appointment)

- Independent board oversight of technology governance, data systems and organisational infrastructure for an academic society with members in 50+ countries.
- Led the society's transition from Canadian to UK jurisdiction: new legal entity, financial systems, accountancy appointment and UK GDPR / PECR compliance for an internationally dispersed membership.

AVA DESIGN UK (predecessor to Tecology), Glasgow

Jun 2017 – Aug 2020

Managing Director (part-time alongside recruitment career)

- Built a WordPress and PHP development practice from referrals while working full-time in recruitment; sole technical lead from requirements through deployment on fixed-price engagements. Relaunched as Tecology in 2020.

IT Recruitment, Glasgow and Belfast

2010 – 2020

HRC Recruitment, Search Consultancy, Be-IT Resourcing, Tecology Recruitment, Grafton, Hays

- Nine years in specialist IT recruitment, progressing from consultant to divisional manager: a sales and consulting role built on new business development, client discovery, advising hiring managers on team structure and market, and negotiating commercial terms.
- Launched and ran the IT division at HRC Recruitment (team of four, ~GBP 500k gross sales per year) and two teams at Search Consultancy with full P&L for two cost centres; consistently billed personally while managing the team.
- Managed corporate accounts including Barclays, Virgin Money, CYBG, Cigna and BJSS; improved average fee margins from 13.1% to 16.3% through renegotiated terms and a refined delivery model.
- Built and supplied augmentation teams to IT consultancies: selecting and placing solutions architects, consultants and engineers on contract and permanent terms to staff client projects. Gained a first-hand understanding of how consultancies scope, resource and deliver work, and of the calibre of people they hire.

EDUCATION

BA (Hons) Business Management, Second Class Honours — Queen’s University Belfast	2008 – 2016
Advanced GNVQ Information Technology, Distinction — South Eastern Regional College	1998 – 2001

EARLIER CAREER

Lloyds Banking Group, Belfast — Multi Sales Advisor	2008 – 2010
The Diamond Group, Belfast — General Manager	2004 – 2008

Interests: swimming, golf, badminton. References available on request.