

Roger Foxcroft

Fractional CTO and founder of Softfox Ltd

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I provide senior leadership to small and mid-sized businesses either fractionally or on an interim / contract basis. I bring three decades of experience in technical leadership roles within small, medium and enterprise level organisations.

Using the latest technology thinking to enable growth, improve processes, give better visibility of operations and realise value.

FOCUS AREAS

Technology strategy · Architecture and platforms · AI adoption in delivery teams · Legacy modernisation · Building and leading engineering teams · Security and Cyber Essentials · Cloud-native systems · Governance that doesn't slow people down

CURRENT ROLES

Founder and Director, Softfox Ltd

April 2026 – Present

IT consultancy for small businesses, and the maker of Safeguard. Cyber Essentials certified.

- Hands-on technology partner to small organisations: sensible architecture, security taken seriously, and solutions the client can maintain.
- Designed and built SafePark for SafePark App Ltd: a mobile app that helps truck drivers find and book secure parking across the UK.
- Building Safeguard, a platform that helps voluntary youth performing-arts and sports groups manage safeguarding and child performance licensing.
- Running the company end to end: product, engineering, security certification, finance and customers.

Principal, Freeman Clarke

2026 – Present

Principal at Freeman Clarke, providing fractional CTO leadership to mid-sized businesses.

- Available for fractional CTO engagements, typically one or two days a week, and for interim or short-term contract work.

CAREER HISTORY

Engineering Director, Taylor & Francis

May 2022 – April 2026

Led engineering for the digital sales and delivery platforms of a global academic publisher.

- Led three engineering teams across the UK and Bangalore, spanning two business domains.
- Consulted on architecture, strategy and the shared domain model across both domains.
- Led the transition to AI-first software delivery, changing how the teams planned, built and shipped.

Director, Technology Delivery, UK Qualifications & Assessments, Pearson

May 2019 – May 2022

Accountable for technology delivery across the UK qualifications and assessments business.

Development Manager, UK Qualifications & Assessments, Pearson

November 2017 – May 2019

Principal Enterprise Architect, Digital & eCommerce, Pearson

May 2017 – November 2017

Global Enterprise Architect, Digital & eCommerce, Pearson

January 2016 – May 2017

eCommerce Technical Lead and Architect, Pearson

January 2015 – December 2015

Across seven years at Pearson: built digital and eCommerce capability through architecture, platform and delivery leadership roles.

Enterprise Architect, Web & Digital, Home Retail Group PLC

February 2013 – December 2014

Shaped digital multichannel strategy for the Homebase brand.

- Led architecture for web, mobile, CRM, analytics and customer insight platforms.
- Designed integrations across CMS, PIM, DAM and eCommerce systems.
- Delivered proofs of concept for emerging technologies and personalised digital experiences.

Digital Architecture and Engineering Leadership Roles, Reckitt Benckiser / SSL International

2008 – 2013

IS Digital Solutions Architect, Technical Solutions Architect (Digital) and Technical Systems Manager.

- Co-founded the Digital Solutions team under the CIO following the acquisition by Reckitt Benckiser.
- Architected and delivered a global digital application platform supporting CMS, eCommerce, CRM and localisation.
- Provided technical oversight for global consumer websites across major brands.
- Led digital development teams delivering scalable web and eCommerce platforms.

OUTSIDE WORK

Operations Director (part-time), A Major Music, Trentham Shopping Village, since 2017.

Stafford District Arts Council: Chair. Oversees the allocation of Borough-approved funding for local arts projects, with transparent governance and best use of public money.

Musical Youth Theatre Stafford: Technology and safeguarding support for a voluntary youth theatre company, and the pilot customer for Safeguard.