

Ash New

Organic Growth & AI Discovery Lead · London, UK

I build scalable organic growth systems at the intersection of SEO, product, and AI discovery. Currently leading a team of 7+ at Virgin Media O2 — shipping platform migrations, standing up LLM monitoring frameworks, and turning search into a measurable revenue channel. I also build software. Search is becoming an infrastructure problem — where APIs, documentation, and structured content power discovery. That's what draws me to Stripe.

<p>£12m+</p> <p>Incremental organic revenue per year</p>	<p>#1</p> <p>Non-brand search share vs all UK telcos</p>	<p>3x</p> <p>Programmatic page traffic after IA redesign</p>	<p>1,000+</p> <p>LLM prompts monitored across 3 models</p>
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Experience

SEO & AI Discovery Lead

Apr 2022 – Present

Virgin Media O2 · Team of 7+ · O2 & Virgin Media brands

PRODUCT-LED ORGANIC GROWTH

- Built a repeatable device launch playbook — templated PDP strategy, structured data, internal linking architecture — that moved O2 from 6th to 1st non-brand search share. Delivers £7m+ incremental handset revenue annually.
- Designed the IA and page templates for a programmatic help page system (3rd-party integration). 3x traffic uplift. Eliminated cannibalization with commercial pages. Reduced inbound call volume.
- Managed the digital deprecation of Virgin Mobile - strategy, redirects, content consolidation - while protecting organic sales through the transition.

PLATFORM & TECHNICAL SYSTEMS

- Led 5 major platform migrations (Netcracker, Storyblok, SpeedPerform, Localistico, Likewize). Scoped every ticket. Protected indexed URLs. Enabled post-launch growth.
- Currently shipping a Next.js SSR front-end migration with advanced hydration. Previously delivered an Angular-to-SSR migration using cookie-based URL versioning on a bespoke stack.
- Run an active technical health programme: crawl budget, indexation, structured data, rendering, CWV, log file analysis. Hands-on oversight across both brands.

AI DISCOVERY & MACHINE-READABLE SYSTEMS

- Stood up VMO2's AI Discovery function from scratch. Built a monitoring framework tracking 1,000+ prompts across 3 LLM models — measuring brand visibility, sentiment, and factual accuracy.
- Making content machine-readable and agent-accessible: removing barriers to crawling, rendering, and LLM ingestion. Optimizing structured data for LLM consumption.
- Ready product feeds and content architecture for agentic commerce models. Managing third-party signals (Trustpilot, community) that LLMs cite as sources.
- Ran cross-business roadshows — exec-level through ops — to establish ownership, educate stakeholders, and secure prioritization for AI discovery work.

WORKING WITH PRODUCT & ENGINEERING

- Embed with Product, Engineering, UX, and Commercial teams — influencing roadmap prioritization and implementation decisions. Write Jira tickets with acceptance criteria and user stories. Operate inside sprint cadences.
- Built experimentation and forecasting frameworks to measure incrementality — connecting organic performance to commercial outcomes, not just traffic.

SEO Account Director

Nov 2020 – Apr 2022

Havas Media · Promoted from Account Manager · O2, BBC TV Licensing, Maersk

- Owned O2 SEO strategy (consumer + B2B). Moved handset share of voice from 6th to 1st in six months — the work that led to being hired in-house.
- Redesigned BBC TV Licensing IA end-to-end: intent-mapped every URL, resolved cannibalization, filled content gaps. Improved NPS.
- Identified architectural risks during a major O2 platform migration and worked with engineering to resolve them before launch.
- Managed a 3-person team. Raised technical standards, introduced automation, improved analytical rigour.

Technical SEO Account Manager

Mar 2019 – Nov 2020

Media Plus UK · TikTok, Fred. Olsen Cruises, Zoflora

- Ran the global technical SEO audit for TikTok during hypergrowth. Identified hreflang failures across dozens of markets. Delivered a roadmap adopted by Beijing's engineering team.
- Built a structured data solution (GTM + jQuery) for Fred. Olsen Cruises. 25% organic traffic increase on key landing pages.
- Created an SEO-PPC cannibalization dashboard to eliminate wasted paid spend and improve cross-channel ROI.

Digital Marketing & Growth Roles

2014 – 2019

Logikk · Digital River · David Phillips

- Built early foundations in SEO, analytics, CRO, and e-commerce — owned full-stack digital marketing before specializing.
- Managed email lifecycle programs localized across 8 European markets: translations, locale-specific tracking, market-specific URLs.
- Led website rebuilds and experimentation programs focused on conversion and engagement.

Product & Engineering Projects

- Video Generator** — Full-stack app: scene management, AI content generation, rendering pipeline. Next.js + Supabase + TypeScript.
- Trading Dashboards** — Built because existing tools couldn't answer commercial questions fast enough. Used daily by the trading team. Next.js.
- SIM Price Crawler** — Automated competitor price extraction with a live comparison dashboard. Feeds into commercial pricing decisions.
- LLM Monitoring Framework** — Tracks brand visibility, sentiment, and accuracy across LLM models. No off-the-shelf tool did what I needed.

Skills & Tools

Search & Discovery: Technical SEO · Information Architecture · International SEO · Structured Data · AI Discovery / GEO · LLM Optimization
Systems & Strategy: Roadmap Ownership · OKR Planning · Migration Planning · Experimentation Frameworks · Incrementality Measurement
Development & Data: Next.js · Supabase · JavaScript · HTML/CSS · Python · SQL · GTM
Tooling: Google Search Console · Ahrefs · SEMRush · Screaming Frog · SEO Clarity · Botify · Oncrawl
Analytics: GA4 · Tableau · Looker · Jira · Confluence

How I think about modern search

- Pages → Answers → Actions.** The unit of search is shifting from "rank a page" to "provide a machine-readable answer that enables a transaction." Docs, product pages, and help content need to be structured for both humans and agents.
- Content as infrastructure.** Structured data, clean IA, and machine-readable content aren't SEO tactics — they're product decisions. The best organic growth comes from making content that systems can reliably consume and surface.
- Discovery is multi-surface.** Search engines, LLMs, AI agents, product feeds, agentic commerce protocols. The distribution surface is fragmenting. The job is to make sure your content is findable and actionable across all of them.

Speaking

BrightonSEO — Optimizing Web Servers for SEO: Improving TTFB. Technical talk on web server configuration, caching strategies, and their impact on crawl performance and Core Web Vitals.

Education

BSc Consumer Behaviour & Marketing (2:1)

University of Reading · Graduated 2014

Multidisciplinary: business, economics, psychology, management. First-class dissertation on reducing privacy concerns for online behavioural targeting.

Conversational Spanish · YouTube SEO experimentation · Former Apple Store team member