

Meet Alex Deighton, CEO of SimplyAI

Alex Deighton is a seasoned technology entrepreneur and the current CEO of **SimplyAI**, a cutting-edge conversational AI platform putting small-to-medium-sized businesses at the forefront of innovation in an ever-changing landscape.

SimplyVideo, the previous iteration of the business founded in 2019, was steered by Alex from its inception to scale-up. Able to deliver cutting-edge, browser-based video conferencing solutions for remote experts, the company became a trusted partner for global enterprises and earned multiple innovation grants for its forward-thinking technology under his leadership.

Prior to SimplyVideo, Alex spent 15 years at **Yoozoom Telecom Ltd**, where he held several executive roles including Director of Growth and CEO. His tenure culminated in a successful exit with Yoozoom's acquisition by *Windsor Telecom* in August 2024—a strategic move to expand Windsor's footprint in the North of England. The acquisition marked a new chapter for Yoozoom, a respected provider of unified communications and IT services since 2010, aligning both organisations under a shared commitment to customer experience and innovation.

Earlier in his career, Alex served as Operations Director at **IP Three Ltd** and held senior positions at **Network Genie Ltd** and **ITS Limited**, where he provided strategic consultancy to businesses undergoing digital transformation.

Outside of the boardroom, Alex is a competitive racing driver whose passion for motorsport dates back to his championship win in the **Formula First Great Britain series** in 1994. He returned to the track in 2025, competing in the **Ginetta GT Academy** with Paradine by Xentek Motorsport, after notable appearances including the Historic Grand Prix of Monaco in 2014.

Blending entrepreneurial agility with high-performance discipline, Alex brings relentless energy to both his ventures and the racetrack—proving that precision, speed, and strategy are essential to success in any arena.

