Andrew Leming

Founder & CEO of Pimlico

Building Atlas and AI-native services

Product founder working across software, data, AI and complex regulated markets.

CONTACT

andrew@pimlicosolutions.com

andrewleming.com | linkedin.com/in/andrewleming

github.com/aleming87 New York | London

SELECTED EXPERIENCE

MAR 2025 - PRESENT

Founder & CEO

PIMLICO | NEW YORK & LONDON

Founded Pimlico to build software and specialist services for complex regulated markets.

- Building Atlas, a regulatory data workspace for compliance teams in gambling and payments.
- Developing Shakr, a creative workspace for food, beverage and hospitality teams.
- Lead product strategy, interface and web design, research, prototyping and technical delivery across data and AI workflows.

AUG 2024 - FEB 2025

Regulatory Lead, Global

VIXIO REGULATORY INTELLIGENCE | LONDON

Led global regulatory work across gambling and payments markets.

- Published analysis on UK APP-fraud reimbursement, critical third-party resilience and crypto-asset advertising rules.

NOV 2021 - JUL 2024

Data & Insights Director

MICROSOFT EMEA CLIENT PROGRAMMES | VIA DIGIIO

Directed data and market-intelligence programmes, including client work for Microsoft across EMEA.

- Advised CEOs and senior client stakeholders while managing analysts, consultants and external vendors.
- Allocated more than GBP 350,000 in insights revenue and resources annually.
- Led cross-functional business development and introduced generative AI to improve delivery efficiency and quality.

Senior Insights Manager

NOV 2021 - MAR 2022

- Led high-margin research and insights projects for C-suite clients, with management and commercial responsibility.
- Exceeded sales targets and identified cost efficiencies across programme delivery.

Microsoft | Data & insights | Client programmes via digiio | EMEA

SEP 2020 - OCT 2021

Analyst, Energy & Environment

BRIGHT BLUE | EUROPEAN CLIMATE FOUNDATION-SUPPORTED RESEARCH

Researched UK energy, climate and export-finance policy, including work supported by the European Climate Foundation.

- Co-authored research on aligning UK Export Finance with climate objectives.
- Published analysis and commentary on export finance, offshore energy and climate policy.

EXPERIENCE CONTINUED

JUL 2020 - JUL 2021

Analyst, EU Digital Market Policy

PPMI | EUROPEAN COMMISSION RESEARCH

- Contributed to BEREC research on consumer behaviour on digital communications platforms.
- Co-authored European Commission research on multi-homing, platform competition and consumer choice.

JAN 2016 - SEP 2019

Analyst, US & Latin American Politics

UNIVERSITY OF TENNESSEE GRADUATE SCHOOL | KNOXVILLE

- Completed field research in Peru and Chile, interviewing public officials, academics and civil-society organisations.
- Supported qualitative research for Nathan Kelly's America's Inequality Trap (2020).

EDUCATION

2018 - 2020

MA, International Political Economy

King's College London | 2:1

Thesis: The EU Debt Crisis, Structural Reforms and Party System Fragmentation in Portugal and Spain

2017 - 2019

MA, Spanish, Portuguese & Latin American Studies

King's College London | 1st

Thesis: The Symbols of Mapuche Cosmology and Resistance in Luna de Cenizas by Rayen Kvyeh | Supervisor: Catherine Boyle

2012 - 2017

BA Honours, Political Science & Hispanic Studies

University of Tennessee, Knoxville | 1st

Two honours theses: State Policy Responses to Environmental Conflict in Chile and Peru (Jana Morgan); Culturas de Autogestión: The Chilean Student Movement and Music Collectives in Chile (Luis Cano)

SELECTED RESEARCH

2022 **Greening UK Export Finance**
Bright Blue

2021 **EU consumer behaviour on digital platforms**
BEREC

2021 **Multi-homing: obstacles, opportunities, facilitating factors**
European Commission

2021 **Toward Green Export Finance?**
Bright Blue

LANGUAGES

ENGLISH Native

SPANISH Fluent reading, writing and conversation

HOBBIES

MUSIC Playing and releasing music

Travel | Tennis | Running

Listen on Spotify