Brett Loveday

End-user computing and applied AI

Medway, Kent, UK | brett.loveday@thintech.co.uk | linkedin.com/in/brettloveday

I founded Thintech in 2006 after working on remote access at Kent Reliance Building Society and desktop systems at Southend NHS Trust. Today I lead Thintech's work in end-user computing (EUC) and build private AI systems for organisations that need to keep client data on their own infrastructure. I am also Founder and CEO of Grand Theft Automation.

Leadership experience

Managing Director, Thintech Services Ltd

Across more than 40 consulting engagements, I have led Citrix migrations, designed hybrid infrastructure and planned disaster recovery. I work with IT leaders on where to host their desktops, how to keep users working during a migration and how their teams will recover the service if infrastructure fails. Thintech

Selected client work

Private AI for due diligence

Built a locally hosted assistant for financial services teams answering due diligence questionnaires. It retrieves relevant passages from internal documents using Qdrant and drafts answers with a model hosted in Ollama. Staff review the answers before exporting them to Word or Excel.

Recovering a Windows profile in a fresh FSLogix container

Thintech's TPMM profile manager preserves Windows and application settings. When a client protects its user files and TPMM Optimised Profile State files separately, it can test recovery into a fresh container. Once that test passes, it can stop backing up the whole container. TPMM

Immutable backups for a Financial Organisation

Designed a backup architecture with immutable XFS storage and a Wasabi cloud tier. The operations team received recovery runbooks and training to manage the new system.

AI qualifications

MSc in Artificial Intelligence and Machine Learning. Purdue University, 2025

Postgraduate Diploma in Advanced Applied Generative AI. Purdue University

Ventures and independent projects

Founder and CEO, Grand Theft Automation

I brief engineering teams on hosting AI workspaces and controlling access to their code. We built Citrix Scout to help sales teams qualify prospective customers and track who owns each follow-up. gt-a.uk Citrix Scout case study

MrBtcgGambler and AlphaVerse

I built AlphaVerse under the name MrBtcgGambler. It began at university, where I used reinforcement learning to train a game bot. I released the code and shared the project with players and developers on YouTube and Discord. GitHub profile

Stake Simulator

I used Codex to build an online casino simulator with 31 game models. Players can run sessions with virtual credits, compare outcomes and use the fairness checker to reproduce a supported round from its original seed data. stakesimulator.net

Earlier experience

IT Operations Manager, Kent Reliance Building Society. Modernised Citrix remote desktops, introduced a backup connection for home users and led the IT migration for business process outsourcing to India.

Citrix Consultant, Southend NHS Trust. Led the redesign of the Citrix environment serving 3,500 desktops.

Network Manager, Advanced Television Research. Ran Windows, Exchange and Unix systems for a media analytics business.

Senior Systems Engineer, ASW Holdings PLC. Deployed wireless Citrix desktops at industrial sites in the UK and Europe.

Systems Administrator, Mayer Parry Recycling. Rolled out Windows NT infrastructure and remote terminal access across 21 sites.

Mechanical Engineer, Lucas Diesel Systems. Began my career in mechanical engineering before moving into IT.

Further education

MBA in Business Operations. The Open University

Postgraduate Diploma in Strategic Management. University of Greenwich

HNC in Business IT. City & Guilds Level II in Applications and Programming.

Selected professional certifications

Citrix CCIA, CCP-N and CCEE. Cisco CCNP. Microsoft MCSE. VMware VCP. PRINCE2.