

Simon Beauloye lived in Dublin (facing page) for six years.

Seasons Of Life

Simon Beauloye, co-founder and CTO of Moonshot Digital and Luxe Digital, gets real about waking up early and what it takes to run a successful business in the digital sphere.

By CHARMAINE TAI

As we all know, digital doesn't sleep. And by the looks of it, neither does Simon Beauloye. The co-founder and CTO of Moonshot Digital and Luxe Digital wakes up before 4am every day, busying himself with client projects well before the workday officially begins. "This gives me a good five hours to work before my team comes in at 9am," he laughs.

For the past year-and-a-half, Beauloye has been working alongside his wife, Florine, at Moonshot Digital, a digital marketing agency that specialises in branding, consultancy and web development.

He speaks to us about his decision to leave Google, juggling fatherhood and having his wife as a business partner.

A chat with a taxi driver somewhat led me to my first job. I received a scholarship from the government of Ireland to do a master's degree in international relations. The day I arrived in Dublin, the taxi driver at the airport asked me if I was going to the Google office. At that time, I had no idea Google was in Dublin. When I graduated a year later, I started applying for jobs in Dublin, and because I remembered Google was there, I applied too. And I got the job.

I moved to Singapore in 2011. I love it here. It's a country where there's a sense of optimism for the future.

It wasn't an easy decision to leave Google. I worked at Google for a total of 10 years in Dublin and Singapore. It took me nearly two years to think about this move. Google is amazing. It's like living in Singapore; you don't feel that time's passing. I could have stayed for another 10 years and be perfectly happy but I needed to leave my comfort zone.

My wife Florine is actually the founder of our business. She started in 2012 and I joined her later. She has a much better sense of aesthetic and design so I'm able to leave that to

her. We've known each other for more than 15 years. We both know how each other operates and it's pretty easy to meet each other halfway.

Despite working with my wife, I don't see her often at work. We have different work schedules, we go to work at different times and it has worked well for us.

Nothing prepares you for fatherhood. I have two children. My son was born in 2016 and my daughter is three months old.



I'm the kind of person who loves to plan well in advance. Florine and I were ready to have a child but even when you're ready, once the baby arrives, things change. I've changed how I prioritise my work, life and time. Work is very important to me, but family is more important.

Even if I don't make it a point to wake up at 4am, my kids wake me up throughout the night. But I don't mind. I love that I'm able to plan my schedule with my own business. I work longer hours, but I can be there when my son wakes up. I can put him to bed and plan my work around my family's schedule. Being a dad adds quite a bit of uncertainty and unpredictability to your life. You have to embrace it because, frankly, there's no other way around it. **I've learnt not to get** too emotionally attached to things given that I've travelled a great deal. I just hope to never lose my laptop or phone as a bulk of my work and life is happening online. ■