

Tony Woods, Founder of Midland Steel Joins Nightingale HQ as Board Advisor

Appointment brings industry insight and international reach to Nightingale HQ as the company scales

Cardiff, Wales

Nightingale HQ (NHQ), the Welsh-based company behind GoSmarter, today announced the appointment of Tony Woods as Board Advisor. Tony is Founder and Chief Executive Officer (CEO) of Midland Steel. The appointment strengthens NHQ's board as it formalises its governance ahead of its next phase of growth. It follows the recent appointment of Wendy Owen and Gourav Tandon as Board Advisors.

A Founder with Deep Industry Roots

Tony founded Midland Steel in Mountmellick, Ireland, in 1990. Over three decades, he grew the business from a family firm into a global leader in offsite modular reinforcement. Midland Steel now operates in Ireland, the UK, the US, Europe and Scandinavia. It recently opened a fully automated smart steel fabrication facility. The facility integrates 3D digital modelling through to the finished product without manual intervention, and it achieves zero waste. It holds BS EN 19650 accreditation for 3D modelling and rebar fabrication, alongside BS8902 to BS6001 sustainability certification.

Why This Appointment Matters for GoSmarter

Midland Steel has collaborated with Nightingale HQ for several years on research and development (R&D) projects. It was the first company to adopt GoSmarter's Mill Cert Manager solution. This long-standing relationship gives Tony firsthand experience of the platform and the traceability challenges it solves for metals manufacturers.

With more than three decades of experience growing Midland Steel internationally, Tony brings deep industry knowledge and commercial experience. He also brings a strong network across European and US steel and construction markets. His practical understanding of steel operations, compliance and customer needs will be invaluable as GoSmarter develops its platform. It will help GoSmarter win new customers and expand into new markets.

Quotes

"Tony has lived the problem GoSmarter is built to solve, and he has built one of the most respected names in offsite steel reinforcement," said Ruth Kearney, CEO of Nightingale HQ. "His judgement and his network across the steel and construction sector will be a significant asset to the board as we grow GoSmarter."

"I've seen firsthand how much time and cost is lost to manual compliance and traceability processes in steel manufacturing," said Tony Woods, Founder and CEO of Midland Steel. "GoSmarter solves a real problem for our industry, and I'm looking forward to helping the team grow and scale. AI is a game changer for steel manufacturing, and there are huge opportunities to solve longstanding industry challenges. It's an exciting time to be part of that journey."

About Nightingale HQ

Founded in Cardiff in 2018 by Ruth Kearney and Steph Locke, Nightingale HQ developed GoSmarter.ai. It is an end-to-end traceability platform for metals fabricators, stockholders and service centres. From mill certificate to customer delivery, it connects certificates, inventory, orders and compliance documentation, creating a complete digital record of material movements. This reduces paperwork, improves traceability and keeps manufacturers audit ready. GoSmarter won the British Stainless Steel Association's 2026 Sustainability Award.

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