Jonathan Whitson Cloud spent the early years of his career with the BBC's post production department, editing television and films. During this time post production was making a speedy transition from razor blades and cellotape® to digital technology and as a result of this Jonathan developed an interest in what computing could do for knowledge organisation and knowledge management, even if he wouldn't have recognised those terms at the time. His museum career began with Brighton & Hove Museum Service where he participated in the documentation of the collections. Aside from a two year stint as an assistant curator of decorative arts Jonathan has remained in documentation ever since; at the National Portrait Gallery, Tate and since 2009 at the British Museum as Collection Documentation Technical Manager.

Being essentially lazy his obsession remains the re-use of recorded knowledge and therefor recording it so that it can be re-used.