

Personal Profile

An experienced and successful technology solution consultant and manager, with global experience in blue-chip multi-national companies. Recognised as an innovator and change agent, with the ability to inspire, pull together and lead diverse teams into new business areas with a shared vision, or to turn around problem projects and programmes.

Capable of rapidly analysing and understanding client situations and needs, and accurately matching these to appropriate technology solutions. Acknowledged as a clear and concise communicator, comfortable and experienced at working with CEO and senior management teams and an effective expert presenter at conferences.

Career History

LogicaCMG Wireless Networks/Acision, June 2006 - present



Principal Consultant, Customer Intelligence Management

Responsible for customer-facing consultancy in a new business area, focused around advanced Customer Analytics and Business Intelligence solution based on behavioural profiling, segmentation and customer marketing. Target market is mobile phone operators in Asia, Europe and USA.

- Led and executed a successful lead-customer trial engagement with mobile operator in Asia
 - o Established LogicaCMG/Acision's credibility in this new business area, by researching and successfully identifying operator's business issues and concerns
 - o Led workshops with operator C-level and senior management teams, successfully sold solution concepts and roadmap
 - o Created business case for customer for the solution purchase
 - o Delivered additional value-add consulting to Marketing department focused on prepaid customer voucher purchase behaviour and impact of new voucher product launch, delivered fundamental new insights into customer behaviours
- Contributed substantially to building and developing the new business for LogicaCMG/Acision
 - o Successfully led pre-sales workshops with other potential customers (Europe and US), jointly built opportunity funnel of over US\$20M
 - o Researched the relevant market context and key business drivers and issues for each customer engagement, then identified and recommended the successful sales approach
 - o Presented and successfully demonstrated the solution to customers in meetings and during major international industry conferences and events (e.g. 3GSM Barcelona 2007, CTIA Wireless Orlando 2007, and others)
- Delivered internal consulting to solution team, identified relevant industry standards (TMForum eTOM) and led the adoption of these for the new solution set

Hewlett Packard /Agilent Technologies, 1994- 2006



R&D Programme Manager, acceSS7 Telecoms Network Business Intelligence (2004 - 2006)

Promoted into programme mgmt role, responsible for developing and delivering multiple new OSS and BSS BI products based on SS7 signalling data and multi-tier architectures, for monitoring mobile, fixed and converged networks. Products based on OLAP analysis for decision-making using network signalling data from a data warehouse

- o Used influence to pull together, lead and manage the cross-functional team (4 other mgrs) to back the programme, successfully turned around negative attitudes from other functions
- o Re-structured, re-focused and re-motivated Programme team for long-term scalability and success
- o Successfully delivered multiple new product solutions for analysis of voice, GSM, GPRS data, UMTS RF and interconnect networks, within network/service/revenue assurance segments

- Managed multiple teams and projects (peak count of 13 projects), mixed on-site (UK) and offshore (India) resources through entire lifecycle, from initial concept to customer deployment, live commissioning and ongoing maintenance and enhancements
- Designed, created and delivered a programme capacity planning tool (Excel-based), then rolled this out to peer managers and successfully influenced the adoption of this across the entire Business Unit

Product Manager, acceSS7 Data Feeds, Fraud and Revenue Assurance (2001-2004)

Promoted cross-functionally into Marketing role, responsible for recovering and revitalising a key product set of existing OSS and BSS Business Intelligence solutions

- Introduced innovative customer commitment tracking, enabled clear roadmap and direction for the delivery team and management
- Introduced financial metrics into products, prioritised investments in relation to corresponding enabled business
- Created product structure and pricing mechanisms that generated substantial additional revenue (\$3-4M) and further opportunities. Products were central to a \$40M annual products and services business.
- Presented BI products to new and existing customers (C-level executives to technical experts), increased credibility with customers and enabled many successful sales
- Successfully established and improved relationships at all levels (C-level and below) with OEM solution partner, increased credibility of Agilent. Responsible for defining and maintaining all interfaces to OEM partner (technical and organisational) for Telecoms Fraud product.
- Enabled account teams to secure many solution sales (e.g. \$5M+ to a South American telco)

After successfully recovering and revitalising the existing product set, I then led the division into a new business area (Revenue Assurance), based on leveraging existing products and solutions with minimal additional investment

- Created and delivered Revenue Assurance value proposition messaging to market through sales literature, presentations, conference papers and workshops.
- Delivered presentations to industry conferences (US, UK), delivered regular (at least quarterly) live international web-casts (public and internal) as Subject Matter Expert, with live Q&A sessions, excellent feedback received
- Articles published in trade journals (e.g. PSCA), interviewed and quoted by Trade Press (e.g. BillingWorld) and Industry Analysts (e.g. Yankee Group)
- Successfully pulled together and led international cross-organisational teams to create and deliver successful Revenue Assurance conference track at several Customer Conferences (200+ attendees, US and Europe), track and presentations consistently received highest marks at conferences

R&D Project Manager, Telecoms Network Management Products (1997-2001)

- Promoted to lead new business team to develop a prototype platform for a new market area, successfully influencing management and peer teams across divisional boundaries.
- Consulting PM role to evaluate two foundering product delivery programmes, recommended way forward to R&D Management Team then reset and led programme team of 10 engineers to rapidly develop & deliver radical re-designs. Re-motivated a demoralised team, introduced new delivery methods, resulting in reduced cost of customer ownership and improved system installation and supportability
- Consulting PM role to help Business Intelligence delivery team struggling with technical issues, over-commitment and unclear priorities. Introduced new management processes to enable delivery of multiple inter-related product releases, established credibility and close working relationship with Product Manager to balance and prioritise long and short-term requirements.
- Led an improvement initiative with peer group of R&D Project Managers to define Project Management Processes for the division, successfully defined, documented and delivered these into the Divisional lifecycle.
- Delivered on-time and on-budget testing and verification programme for multiple OSS Network and Service Assurance software releases (core divisional products, worth >\$60M/year) to strict quality criteria, managing multiple teams of up to 25 engineers.

Other HP R&D Roles (1994-1997)

Led team to deliver prototype system solution for GSM RF network data analysis using leveraged platform, demonstrated this to senior management to gain further investment for programme

Developed and delivered new telecoms test instrument module and firmware to market. Personally responsible for MMI design and development, measurement system code for complex new measurements and graphical results

ASCADA Limited, South Queensferry (1992 – 1994)

Quality Assurance Manager (1993 - 1994)

Starting from scratch, successfully planned, designed, documented & implemented ISO-9000 (TickIT) compliant Quality Management System, covering all aspects of company business (Software Development, Bid & Contract Management, etc.)

Senior Software Engineer (1992 - 1993):

Delivered subcontract software development work for HP, on time and to budget. Responsible for project management, initial feasibility study, rapid prototyping, implementation, product was then delivered successfully to market. Also contributed substantially to core product development for distributed, fault-tolerant, client-server network management system, and was responsible for pre-sales customer and partner presentations and bid management.

Fortronic Limited, Dunfermline (1989 – 1992)

Software Design Engineer

Design, Implementation and Documentation of EPOS and EFTPOS software from application level down to low-level hardware interface

Bell-Northern Research (BNR) Limited, Maidenhead (1988 – 1989)

Member of Scientific Staff

Research, design, implementation, documentation and verification of real-time communications software for a new digital multiplexer product

Education

First Degree: BSc. (Honours) Computer Science, University of Edinburgh, Scotland.

Training

Project Management: Various Agilent internal courses, Kepner Tregoe, QA Training, etc. (1997 to 2001)
People Management: HP and Agilent core management training (1997 to 2006).
Product Management: Practical Product Management- Pragmatic Marketing (2004).
Media Training- Weber Shandwick PR Agency (2003). Product pricing- Agilent internal (2003).
Technical: C/C++/Unix/RTOS (1988-1996), Orbix (1996), Bellcore SS7 signalling (1998), GPRS Network Architecture and Signalling (2000).