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Business Development, Start-ups, Partner Management, Social and Mobile Business Strategies

<p>Overview</p>	<p>Results driven entrepreneurial start-up executive, with a solid reputation for creating and evangelizing social business solutions, developing new business and customer value propositions, selling and implementing first projects and setting up new teams in new markets.</p> <p>Successfully managed internal & external partnerships creating and managing international multi-disciplined teams in the UK, US and Asia Pacific.</p> <p>Proven and progressive track record with 20+ years of multi-industry, multi-discipline experience in global enterprises and SME environments including software, advertising, customer insight, publishing, retail banking, health & fitness, education, translation services, veterinary services and social media monitoring organisations.</p> <p>A recognized self-starter who is passionate about innovation and startups.</p>
<p>Social Business and Insight Engagements</p>	<ul style="list-style-type: none"> • Developed an online city-breaks proposition: online booking, brand customer community, mobile travel planner and social media strategy creating a new online customer travel experience • Developed the social media monitoring and social insights proposition and go to market strategy for Alterian using their SM2 platform, social data warehouse and social insights team • Written a whitepaper - Selecting Social Media Monitoring Tools • Researched and written a whitepaper/cases study – Digital Starbucks • Developed customer segment social insight strategy for large FMCG company • Using Alterian’s SM2 social media monitoring platform, ran an insights project analysing conversations around Starbucks Redcup Christmas Flavours in UK, Singapore and Australia and produced a whitepaper on the results. • Developed a Social Media and community building Strategy and implementation plan for Alterian • Developed and ran an internal social business strategy workshop for HSBC • Setup Kukutana social media café, using only online social tools to launch and develop the community, café ran initially in SW London ran 2 cafes in JWT’s central London offices with 50 and 30 attendees. • Developed www.UWEZA.com, a health, fitness and wellbeing digital and social business concept, combining, digital wellbeing media and online communities to create an online subscription and white label service model. • Led the first market resource allocation ROI econometric project for a UK insight co. • Lloyds Banking Group, introduced new social and digital media channels to support internal communications within an interim project team • Developed and run social media strategy workshops for senior executives • Developed a customer centric online community and mobile loyalty program combining social tools and mobile technology with travel content and local destination activity providers • Operationalised Ogilvy WW’s strategy to de-couple production services from creative business to create a global production services business, Redworks • Developed and implemented the vision for the “Law Office of the Future” for Lexis Nexis UK, combining content, collaboration and mobile technology.
<p>Key Skills:</p>	<ul style="list-style-type: none"> • Visionary thinker, creating detailed & vivid images of new business propositions • Stimulated by the art of invention & opportunities created by uniquely linking concepts • Career long track record in the development of customer focused strategic initiatives • Identify new revenue opportunities, build business cases, engage cross functional stakeholders • Articulates possibilities thro storytelling, case studies, visual aids, websites & social prototypes • Observe, listen & question key knowledge holders to understand business challenges • Excellent analytical skills effectively used to identifying customer needs

Experience

Pro-Active South London	Non-executive Director	Dec 2010 - Present
Purple Spinnaker Interim Consultant providing business development and innovation consultancy introducing and implementing social business, data and customer insight strategies. October 2005 to Present	<p>Online E-Commerce Travel Company Apr 2011 - Oct 2011</p> <ul style="list-style-type: none"> Developed a new online social commerce business proposition for citybreaks Researched Online Travel Market, researched social and mobile technology market Developed online customer experience and user journeys Identified outline costs and developed 12 month implementation plan <p>Alterian Plc Jul 2010 – Mar 2011</p> <ul style="list-style-type: none"> Developed Alterian’s social media sales & marketing go-to market strategy Identified new SM2 based social insights business propositions Sold first social insight services proposition to large FMCG company Developed Social Partner Program and Implementation Model Developed & facilitated social business workshops for Alterian, their clients & partners <p>HSBC May 2010</p> <ul style="list-style-type: none"> Engaged by Customer Experience team to develop and facilitate an internal social media strategy workshop, bringing together individuals from various business units within the bank. <p>Kukutana, social business café, Founder Sep 2009 - Jun 2010</p> <ul style="list-style-type: none"> Founded a social business café in SW London to introduce social media, tools and strategies to local businesses and test out the channel for business development, Over 6 months, ran 8 local cafes with 12 – 30 attendees, Developed JWT partnership, ran 2 cafes at JWT café with 50 & 30 attendees in London. Kukutana founded with no budget, used free social tools to engage audiences. <p>Lloyds Banking Group Dec 2009 – Mar 2010</p> <ul style="list-style-type: none"> Developed social employee engagement & internal communications proposition Introduced new communication tools to the internal teams Provided internal Communications support for internal Group IT projects <p>UK Customer Insight Start-up Apr 2008 – Sep 2008</p> <ul style="list-style-type: none"> Developed Econometric modeling proposition for FMCG clients, Managed & delivered first econometric project for US FMCG frozen food brand, in New York. Managed the customer insight proposal process for large UK retail brands Consulted on customer insight projects for UK DIY retailer <p>Ogilvy Worldwide, Global Director, London, New York and Singapore Oct 2005 – May 2007</p> <ul style="list-style-type: none"> Operationalized Ogilvy Worldwide’s strategy to create a new integrated global business, Redworks. De-coupled creative, production & distribution services from local & regional business units. Identified evaluated and selected social workflow and collaboration technology to support the new business model and negotiated a contract to deliver a win-win outcome. Directed a 40 person multi-regional, multi-disciplined team to the successful implementation of the new global service for the first global client on time and within budget. <p>Other New Business Development and innovation engagements include:</p> <ul style="list-style-type: none"> social business strategy framework development for multiple clients development of consumer community based business propositions created new social insight proposition, sold services into large FMCG company designed and facilitated social business workshops for senior executives applied social networking tools to support business marketing goals & initiatives development of internal knowledge transfer programs sold and implemented “first” projects assisted clients with the selection and implementation of new technologies working in a “roll your sleeves up” environment utilise technology, business process and education to innovatively solve business problems 	
Lexis Nexis UK, Strategic Business Development Sep 2004 – Sep 2005	<ul style="list-style-type: none"> Joined to identify and develop strategic legal software opportunities & acquisition targets Developed new business strategy to combine LNUK Content with social & workflow tools Tasked with adding IT directors and Partners to conversations with Law Firms. 	

	<ul style="list-style-type: none"> Led a multi-disciplined team to create the “Law Office of the Future” Innovation project. Researched market needs and opportunities, led client round tables, established partnerships with Microsoft, Cisco, Interwoven and other Legal market vendors. 	
Ogilvy EAME, Project Director Oct 2003 – Sep 2004	<ul style="list-style-type: none"> Directed end-to-end agency workflow and studio traffic management project. Gathered business requirements, selected vendor, managed implementation of solution. Authored ERP invitation to tender document. 	
Masters in Strategic Marketing Management Oct 2003 – Sep 2004	<ul style="list-style-type: none"> Focused on customer loyalty, customer value, online trust & statistical modeling to research & write dissertation: “online communities: why do consumers participate? Why should marketers care?” Obtained a commendation for visionary dissertation 	
Founder, Global Lifestyle Manager Loyalty Program Apr 2001 – Sep 2003	<ul style="list-style-type: none"> Researched and evaluated the online dating business opportunity for an angel investor. Identified opportunity for online dating business model in the business traveller market through developing an online community based customer loyalty program and online concierge service aimed at the financial services, hospitality, airline, travel and loyalty industries Researched loyalty program market, developed new proposition, met with leading hotel, airline and online travel companies at CXO level, leading to exploratory discussions with 2 leading hotels chains and 1 online travel company. Developed and presented start-up business plan, to angel investors and venture capitalists in UK, US and Canada The concept was pre-Facebook/LinkedIn/twitter and too early for the target industries. 	
Sabbatical	Crewed on 2 legs of round the World Yacht Race Mar 2000 – Mar 2001	
PC Docs Int. Operations Director, China & ASEAN Feb 1997 – Dec 1998	<ul style="list-style-type: none"> Setup Greater China and ASEAN operations for PC DOCS/Hummingbird, Developed and implemented business plan, recruited core team and a network of 22 resellers. Built relationships with major clients such as Citibank Asia, Singapore government, HKTDC Grew annual revenues from US\$200k to US\$2.5m. Managed the localisation process for PC DOCS to Simplified and Traditional Chinese. 	
PC Docs UK Business Development Nov 1995 – Jan 1997	<ul style="list-style-type: none"> First direct sales PC Docs person in UK Achieved annual sales target of £1m in revenue in 6mths. Launched CMS Open Legal Practice Management in the UK. Delivered £750k revenue with a pipeline of £1m in eight months from CMS Open product line. 	
1993 – 1995	Text Systems	Head of UK Pre-sales
1989 – 1993	BancTec Limited	Business Operations & Systems Implementation Consultant
1991 – 1991	Chinese University of Hong Kong	Business Writing and Presentation Skills Instructor (9 month sabbatical)
1988 – 1989	McDonnell Douglas Info Systems	12 month Graduate Trainee Programme
1985 – 1986	BancTec Limited	Systems Implementation Consultant (joined following project at NTG)
1984 – 1985	North Thames Gas	Industrial Placement from College degree

Education

- MA Strategic Marketing Management (commendation), Kingston Business School
- FCIM Chartered Institute of Marketing, (2005-2009 – lapsed membership)
- Power Base Selling
- BA Business Economics and Marketing

Interests

- Learned to row in 2011, active member of local recreational rowing squad.
- Active in recreational cycling, walking, sailing, water skiing, skiing and golf.
- Cycled across Sardinia
- Climbed Kilimanjaro
- 2 legs of round the world yacht race, competitive yacht racing 1999-2005, recreational sailing & occasional racing