

Alain Ritchie

CHIEF INFORMATION OFFICER

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Profile

I am an entrepreneurial, motivated individual with more than 15 years of technology, software, business and data development experience. I specialise in the generation of commercial value and optimisation of business efficiency through the design and implementation of bespoke solutions.

I am tenacious and dedicated in character, with history of delivering innovative and successful solutions to problems in corporate, SME and lean start-up environments.

Always looking for a challenge, I am now seeking new opportunities to help companies transform their ability to leverage data and technology.

Core Competencies

IT Strategy | Leadership | Solution Architecture | Digital Transformation | Business Analysis | Complex Problem Solving | Agile Software Development | DevOps | CI/CD | Data Engineering, Management & Security | Data Analytics & Reporting | Process Automation | Cloud Services | Infrastructure Management | Project Management

Employment History

Head of Business Intelligence and Technology, Matrix APA, London

July 2019 — Present

Leading a talented team of internal and external people to create an outstanding technology ecosystem and first-class Business Intelligence to support and accelerate a well-informed and purpose-led business as part of the Executive Leadership Team, reporting to the CEO.

Building and implementing a digital transformation strategy that drives business process efficiency, productivity and profitability through the identification of opportunity, solutions and effective methods of delivery.

Key achievements include:

- Transformed digital capabilities using a low-maintenance, cost-effective cloud-technology ecosystem and migration strategy.
- Delivered a highly effective modern data warehousing and management strategy.
- Empowered well-informed decision making across the company through democratised data and self-service reporting, with credible data integrity.
- Enabled a fully remote-working business with zero downtime or loss in productivity.
- Directed in-house development of a Direct-to-Consumer E-Commerce store, including bespoke 3PL integration.
- 100% digital solution adoption across a global workforce.

- Reduced departmental overheads by 20% through vendor management and service review, with no reduction in output.

Head of Development, Matrix APA, London

February 2018 — July 2019

Managing a team of software and data developers through the development, implementation, maintenance and support of a complete, digital business growth strategy.

Key achievements include:

- Designing and developing software applications to solve problems, drive process efficiency and increase data availability, including a bespoke ERP and inventory management system.
- Engineering high quality aggregated datasets to enable automated reporting a highly informed sales team.
- Automating KPI and critical business reporting, driving awareness and accountability.

Senior Consultant, Intuita Consulting, Newbury, West Berkshire

January 2014 — February 2018

A role which was primarily focused on the development of cross-platform solutions to make data sets of varying sizes (Big Data through to small holdings) available for business improvement, understanding and decision making.

Key achievements include:

- Designing and leading the development of an industry first service to transform and aggregate machine data logging enabling the analysis of user behaviours, in order to improve experience.
- Creating services to extract and transform disparate product review data for sentiment analysis.
- Bespoke ETL services for small businesses looking to increase data availability and understanding.

Co-Founder, Motivo, Newbury, West Berkshire

September 2012 — October 2018

Directorship of a self-funded business start-up which developed and launched a uniquely motivational solution to the confusing and mundane task of indoor cycle training using an automated digital coaching app.

CRM Capability Manager, Vodafone UK, Newbury, West Berkshire

October 2011 — January 2014

Leading a team of technical specialists to support, develop and deliver customer-facing business solutions. Residing within a CRM business function, this role acted as the technical-business interface, ensuring current and future technical CRM requirements were delivered.

Outbound Capability Specialist, Vodafone UK, Newbury, West Berkshire

October 2007 — October 2011

A varied and demanding role that included end to end operational management and development of Customer Value Management capability including logical architecture, hardware, software, suppliers (new and existing), internal resource, consultancy, task and stakeholder management.

Co-Founder, Slook Designs, Leeds, West Yorkshire

June 2006 — March 2010

A founding partner in a small graphic design and application business. The business grew through both online and retail sales. It has since been sold and continues to be a great success.

Education

BSc Information Systems, Leeds Metropolitan University, Leeds

Personal Interests

Family, running, cycling, the great outdoors, camping, cooking, restoration and renovations.

Links

[Online Resume](#) [LinkedIn](#)

Technical Competencies

Database Technologies: PostgreSQL, MySQL, Teradata, SQLite, Redshift, MongoDB

Application Development: Ruby on Rails, JavaScript, HTML, CSS, Bash / Zsh, GitHub

Reporting & Data Visualisation: Chartio, Tableau, Google DataStudio, PowerBI

Cloud Services: AWS, GCP, Azure, M365, Heroku, Rackspace

General: Mac OS, Windows (including Server), MS Office, Google Docs, Adobe Creative Platform