

# Thomas Ridings

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## Profile

I am a business-minded engineer with experience of digital strategy design and IT project delivery across Financial Services and Telecommunications. I currently work as a strategy consultant for IBM; helping large enterprises to redefine/reimagine their customer (and employee) experiences and engineer technology platforms to enable them. I am a graduate of Engineering & Business Management from Warwick University and an avid techie.

## Education

University of Warwick, Masters in General Engineering with Business Management, 2:1  
3rd Year Dissertation, "Wireless Communications through Composite Channels" - 1st  
4th Year Dissertation, "Multi-Scale Modelling and Analysis of the Pulmonary Airways" - 1st  
2010 Warwick University Sportsman of the Year

## Experience

Strategy & Analytics Consultant, IBM, London – July 2013 to Present

I have held a number of end-to-end management roles on a variety of large-scale IT projects within Financial Services (6 months) and Telecommunications (2 years). For the most part, my experience has been working within a large telecommunications client as part of a technology strategy team.

Freelance Digital Consultant, Self Employed, Manchester – Sept 2009 - July 2013

I worked for a wide variety of businesses ranging from a small start-up professional golf tour to a firm of professional accountants. My involvement ranged from digitising offline processes and establishing an online presence for new businesses through to increasing attributed sales and other associated metrics for clients with established online models. Over the course of 4 years I worked with 11 clients to design and implement a range of digital engagement strategies. I would typically touch on a range of topics such as UX optimisation, SEO and Social Media campaigns, Email marketing, affiliate marketing and online ad planning. I also offered web design and development services, delivering several fully integrated eCommerce sites on a variety of technologies platforms.

## Project History

Vodafone Italy, Digital Transformation Strategy

I worked as part of an eight-person team to produce a digital strategy for Vodafone Italy. We used design thinking to define a target set of customer journeys and a three-year transformation (both organisational and technology) roadmap required to enable them. This was presented back to a C-level audience with 12, 24 & 36-month visions of the customer journey that would be realised along the way.

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## Vodafone Group, Commercial Modelling Platform

I worked on a two-month engagement designing a platform to support the global Vodafone sales team. The platform encouraged collaboration between the sales and commercial teams when creating custom fixed/mobile contracts for global enterprise business customers. I helped to redefine the internal processes and created a high level solution, proposed architecture, project team structure, and contracted the delivery work with the client.

## Vodafone Group, CPQ Global Roll Out

I developed an adoption strategy for the Vodafone Group Global Sales & Commercial Operations team to onboard a new CPQ (configure, price quote) tool. This involved conducting business & technology assessments across 6 of their local markets and developing technology roadmaps and business adoption strategies for each.

## Vodafone UK, Video Analytics

I supported a small team developing a Network Insight platform for Vodafone UK. The platform took log files from core network content management systems (ByteMobile) and created insight reports detailing customer experience metrics at a customer level (video start time, stalling ratio etc). I managed senior (C-2) stakeholders from across marketing, technology and network teams and presented the solution to a variety of audiences with a range of business and technology interests.

## Vodafone UK, Social Intelligence Workshops

I ran a series of thought leadership workshops to a variety of audiences across Vodafone on Social Intelligence; the idea of bringing social media data and insights into the heart of the BI decision making process. During this time I built a number of proof of concept social insight platforms to demonstrate potential value.

## Vodafone UK, BI Analyst

I was responsible for the planning, development and implementation of several projects within the BI domain. My responsibilities include; project initiation activities, requirement gathering, scope definition, process re-engineering and general project management.

## RBS, Test Manager

I was a test manager on a large scale HR transformation programme developed on the PeopleSoft software platform. I created test scripts, managed execution plans and triaged defects for a 10 person SIT team.

## Warwick University, Campus Recruitment Lead

During my time at IBM I also acted as the University of Warwick Campus Lead. This involved working with the UK recruitment team to promote IBM on the university campus.