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# ALICK MIGHALL

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## PROFILE & EXPERIENCE

**For 28 years I've maintained a solid reputation as a product manager, analyst and business leader, defining strategy at board level and delivering large-scale multi-site and multi-lingual web and video applications via cross-functional teams.**

<b>Scrum Product Owner (PSPO I)</b>	<b>Building innovative products for NFL</b>
<b>Led miggle to a global award in 2016</b>	<b>Delivered several media firsts at Yahoo</b>

DIRECTOR OF PRODUCT, TEMPUS EX MACHINA INC. – 02/21-06/22

First employee outside of US. Focussed on rolling out video/stats analysis software for NFL, as well as productising Tempus Ex's multi-sport synchronised data and video APIs. Responsible for hiring and leading a global product team and establishing processes.

DIGITAL TECHNOLOGIST, MIGGLE.ONE – 09/18-02/21

I helped clients make effective roadmap, budgetary, supplier and team building decisions on their digital projects, advising them on how they make the most out of their investment by improving their approach to product and project management.

CONSULTANT, PROJECT MANAGEMENT ON DEMAND (PMOD) – 01/19-03/20

Providing consultancy services on digital products and projects for PMOD clients.

MANAGING DIRECTOR, MIGGLE.CO.UK – 01/07-08/18

Delivered 11 continuously profitable years, averaging good for sector pre-tax profits of 16%, where employees on average stayed with miggle for almost five years.

Built an award winning agency, serving government, health, education, charity, travel, broadcast, commerce, news, sports and entertainment clients. Working across the entire product lifecycle, I increased audiences, revenues, user engagement, performance, reliability and security as well as improved accessibility, IA, processes, workflows and UX for clients by helping them achieve self-sufficiency.

Built and managed AOLs 2008 UEFA European Championship microsite.

TECHNICAL DIRECTOR, CULTUREBANK – 11/09-01/11

Reduced operating costs by product managing delivery of an open source multi-site recruitment platform, which was rolled out across seven markets, for Fitness First.

HEAD OF NETWORK PRODUCTS & SERVICES, YAHOO EU – 01/05-04/06

Working with cross-functional teams in eight European Markets, I managed a team of Product Managers with regional responsibility for home pages, Personalisation, Billing and Distribution. My key achievement was to role out, for the first time in Yahoo history, a new front page design simultaneously across eight European markets.

HEAD OF FRONT PAGE & PROGRAMME MANAGEMENT, YAHOO EU 01/04-01/05

Responsible for all EU markets' Front Pages. Additionally responsible for improving processes and platforms for local media and information products across the region.

My key achievement was to take the nebulous role of Producer and create product related job families, gradings, roles, responsibilities and competencies with a view to improving career development and business planning, as Yahoo grew in Europe.

ACTING DIRECTOR OF PRODUCTS & SERVICES, YAHOO UKIE 01/03-01/04

Served on the board and as well as Production, also managed Sales Production, Content Biz Dev and Customer Care functions.

HEAD OF PRODUCTION, YAHOO UKIE – 04/01-01/03

Established new transactional and premium revenue streams.

Significantly increased media revenues through the introduction of innovative sales programmes and standardisation of IAB centred sales programmes.

Oversaw the first ever piece of video advertising on a major UK web page online.

Rolled out the first UK full page online take over, for which I was awarded a European employee of the year award.

Led editorial coverage of some significant current affairs events in the early noughties.

Yahoo UK's primary representative at the FIFA 2002 World Cup in Japan/South Korea.

Previous Positions at Yahoo: Senior Producer for Commerce Integration (Oct 2000-Mar 2001); Shopping Producer (Mar 2000-Oct 2000); Store Builder (Sep 1999-Mar 2000)

OTHER EXPERIENCE AND VOLUNTARY WORK

WRITER, SPEAKER AND VLOGGER

Have regularly spoken at industry events in UK and internationally, including at UN in New York. I write and post videos on social media around business and technology.

TRUSTEE / BOARD MEMBER, VINCENT DANCE THEATRE – 04/18-09/21

Providing digital product management, business, finance and HR expertise.

COORDINATOR, HASSOCKS SPEED WATCH – 07/18-PRESENT

Recruited 13 volunteers and secured funding from Parish Council.

GROUP SKILLS INSTRUCTOR, 1ST HASSOCKS SCOUTS – 10/17-PRESENT

Running sessions with two troops in the village. First aid trained, Wood Badge leadership qualification and holder of a campsite nights away permit.

LECTURER, UNIVERSITY OF BRIGHTON – 10/18-01/20 AND ASSOCIATE  
LECTURER, UNIVERSITY OF CHICHESTER – 09/16-07/17

Lecturing on digital product management and web technology for MA Digital Arts,  
Brighton and on product management, IA, UX, web personalisation and  
commercialisation at Chichester

GOVERNOR, WINDMILLS JUNIOR SCHOOL, HASSOCKS – 04/13-07/15

Additionally chaired the Head Teacher's Performance and Recruitment Panel.

BUSINESS MENTOR, PRINCES YOUTH BUSINESS TRUST. – 03/02-01/05

Personal and business coaching to small business managers and entrepreneurs.

MULTIMEDIA MANAGER, LANDSCAPE CHANNEL GROUP – 08/98-09/99

Led the product management of Landscape's ISP portal software and content.  
Introduced targeted advertising into the channel's satellite TV output.

LECTURER, CITY COLLEGE BRIGHTON & HOVE – 03/99-09/99

I wrote and taught City College's first web-design course for beginners.

CONSULTANT, ADVERTISING STANDARDS AGENCY – 08/97-09/98

I was invited to sit on the ASA's new media standing group assessing the possibility of  
setting up an online code of practice for advertisers.

MANAGING DIRECTOR, SOUND & LIGHT COLLECTIVE – 11/95-08/98

My own business - multimedia production house employing several staff and creating  
multimedia, Internet, video and print presentations for business clients.

PRODUCTION ASSISTANT & COMPOSER, BROADCAST MEDIA – 08/94-11/95

Multimedia programmer and music composer for clients and broadcast media.

### SKILLS, EDUCATION, QUALIFICATION AND AWARDS

2020: Google Analytics Individual Qualification / 2019: Scout Association Wood Badge  
and Nights away permit / 2018: Scrum.Org Professional Scrum Product Owner I (PSPO  
I) / 2016: Acquia Engage Global Community Site of the Year / 2002: Yahoo Europe  
Employee of Year / 1994: BA(Hons) 2:1 Popular Music & Recording, University of  
Salford. Skills: HTML/CSS/PHP/MySQL/Drupal/Wordpress/Jira/GIT/Mailchimp/Google  
Analytics Tools/Data Dog/Amplitude/Movie/Audacity/Linux/Postman/Swagger/API

### INTERESTS

Being outdoors, distance running, mountain biking, current affairs, investing, making  
music. After leaving Yahoo, before returning to Brighton to establish miggles and start  
a family, my partner and I went traveling for 10 months. Nowadays we get away in the  
camper van with our three children whenever time allows.