

# Alick Mighall

+44 (0) 7748 188012    mighall@gmail.com    <https://www.linkedin.com/in/alickmighall/>    <https://medium.com/miggle>

## Profile

- Proficient in delivering real-time solutions and content for Football, American Football, Ice Hockey, and Basketball.
- Experienced digital leader with a comprehensive background in product, engineering, content, advertising, and operations, acquired through various B2C and B2B sectors in both broadcast and online settings, including global organisations, VC-funded startups, and self-founded enterprises, all of which experienced considerable growth during my tenure.
- Successfully managed a diverse and profitable P&L, cultivated a high-performing team, and expanded a wide client base during an 11-year tenure at my own full-service web development agency.
- Highly skilled in consultancy, assisting organisations in defining projects, drafting tender documentation, and overseeing procurement to determine the most suitable suppliers and technologies.

## Skills, Awards & Qualifications

StatsBomb Introduction to Football Analytics - 2022	Auditboard Compliance Frameworks - 2021
Google Analytics Individual Qualification - 2020	Professional Scrum Product Owner I - 2018
Acquia Global Community Site of the Year - 2016	Yahoo Europe Employee of Year - 2002
Full stack web and mobile development/Jira/GIT/Mailchimp/Mailgun/Sendgrid/Adobe XD/Figma/Google Analytics Tools/Data Dog/Amplitude/Matomo/iMovie/Audacity/Jitsi/Linux/AWS/DNS/Postman/Swagger/API	

## Vocational Experience

### PRODUCT DIRECTOR, COINCOVER – 10/22-PRESENT

- Building a product-led business, focussed on making blockchain, web3 & NFTs accessible to everyone.
- Leading development of wallet access recovery products for retail and institutional users.

### DIRECTOR OF PRODUCT MANAGEMENT, TEMPUS EX MACHINA – 02/21-06/22

- Led the roll out of a cloud-based, real-time video/stats analysis platform for **NFL Football Operations**.
- Defined product development strategy for scaling org's multi-sport synchronised data and video APIs.
- Grew a diverse product, design and engineering team by a factor of five, allowing the org to scale
- Drove process improvement in Agile project management, SOC2/ISO27001 compliance and OKRs.

### DIGITAL TECHNOLOGIST / SPORTS PRODUCER, MIGGLE.ONE – 09/18-02/21, 07/22-PRESENT

- Building fan engagement prototypes and mobile apps, centred on attendance at grassroots and women's sports, as well as optimising use of AI cameras and GPS trackers from 07/22 onwards.
- Taking an inclusive approach to stakeholder requirements, alongside web data analysis, led clients in making effective roadmap, budgetary, supplier and team building decisions on their digital projects.
- Advised on how to make the most of online investment by improving approaches to teamwork, communication, product management and project management using Agile methodologies.
- **Office of Rail and Road:** 12 month assignment to scope a project and then manage supplier selection process via GOV UK Digital Marketplace and oversee delivery of new website and intranet.
- **PSHE Association:** Scoped CMS/CRM project and then managed OJEU supplier selection process.
- **INTO University Partnership:** Six month business analysis focus on B2C product development, business continuity, acquisitions and software development processes around Salesforce API integration.
- **MS Society:** Analysis of Drupal and Umbraco as candidates to migrate a suite of sites from Sitecore.

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

- Delivered 11 continuously profitable years, averaging good for sector pre-tax profits of 16%.
- Provided **Premier League** editorial coverage to **Yahoo** for 6 years and built **AOL's Euro2008** microsite
- Other clients included **Air New Zealand, Brighton & Hove City Council, Fitness First, IPO.gov.uk, ITV, Museum of London, NBCUniversal, NHS, Sky** and **TUI**.
- Worked with the team to build a culture within a diverse, award winning full service open source agency in which employees on average stayed with miggle for almost five years.
- Working across the entire product lifecycle, I reduced operating costs, increased audiences, revenues, user engagement, performance, reliability and security as well as improved accessibility, IA, processes, workflows and UX through delivery of scalable, integrated content management solutions.
- Provided significant volume of editorial content to major UK websites on news, sports and entertainment.
- Speaker at multiple events, including conferences in Amsterdam, LA and United Nations in New York.

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

- Previous positions at Yahoo
  - Head of Front Page & Program Management, Europe - 01/04 - 01/05
  - Acting Director of Products & Services, UK & IE - 01/03-01/04
  - Head of Production, UK & IE - 03/01-01/03 (inc. management of Yahoo Sports)
  - Senior Producer for E-Commerce Integration, UK & IE - 10/00-03/01
  - Shopping Producer, UK & IE - 03/00-10/00
  - Store Builder, UK & IE - 09/99 - 03/00
- During my time at Yahoo:
  - Working with cross-functional teams in eight European markets, I managed teams of Product Managers, Sales Production, Content Biz Dev and Customer Care with regional responsibility for home pages, Personalisation, Billing and Distribution.
  - Rolled out, for the first time in Yahoo history, a new front page design simultaneously across eight European markets.
  - Established new transactional and premium revenue streams and significantly increased media revenues through the introduction of innovative sales programmes and standardisation of IAB centred sales programmes.
  - Rolled out the first piece of video advertising on a major UK web page for **BMW Mini** and first UK full page take over for **First Direct**, 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.

## Voluntary and Other Experience

- Football Analyst, Steyning Town Community Football Club - 08/22-present
- Group Skills Instructor, 1st Hassocks Scouts – 10/17-present
- Trustee / Board Member, Vincent Dance Theatre – 04/18-09/21
- Lecturer, Universities of Brighton and Chichester – 09/16-01/20
- Business Mentor, Princes Youth Business Trust. – 03/02-01/05
- Multimedia Manager, Landscape Channel Group – 08/98-09/99
- Consultant, Advertising Standards Agency – 08/97-09/98
- Managing Director, Sound & Light Collective – 11/95-08/98
- Production Assistant & Composer, Broadcast Media – 08/94-11/95

## Interests

Being outdoors, distance running, mountain biking, current affairs, investing, making music. After leaving Yahoo, before returning to Brighton to establish miggle 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.