**Mobile +447919110638**

**E-mail** [**Damien@DamienSaunders.com**](mailto:Damien@DamienSaunders.com)

**LinkedIn** [http://uk.linkedin.com/in/damiensaunders](http://uk.linkedin.com/in/damiensaunders" \o "View public profile)

**Personal Summary**

Damien Saunders is senior project manager experienced working with international brands and digital marketing agencies. He has led the development of integrated digital websites & mobile applications for UK household names including the 1st launches of mobile internet in over 10 countries from Turkey to Australia.

With over 14 years experience in digital and telecommunications industry, Damien is highly motivated and has great team leadership and communication skills. Damien wants to work as part of a digital agency to deliver customer engagement and integrated marketing web builds to leading brands.

**Skills & Experience**

* CxO reporting experience, comfortable working across all levels of any organisation
* Experienced leader & manager for project & new product development.
* Expert knowledge of mobile technology from Networks, BSS to customer service
* Confident and skilled communicator, for workshops, small groups or written
* User experience, customer journeys & business model generation
* Vendor & programme management, change management & process improvement
* Specialist in integrated, cross channel, mobile & digital marketing

**Work Profile**

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| |  |  |  | | --- | --- | --- | | Oct 2011 | Snr Technical Project Manager | Pod1 (contract) | | Jun 2011 – Oct 2011 | Snr Technical Project Manager | TAG Worldwide (contract) | | Dec 2010 – May 2011 | Snr Project Manager | Mobile Interactive Group / Jigsaw (contract) | | Jul 2010 – Dec 2010 | Management Consultant | Clients include tier 2 service providers in Western Europe | | Jul 2009 – Jun 2010 | Multimedia Mobile Channel (mmCHANNEL) | Sales & Marketing Director | | Jul 2005 – Jun 2009 | Vodafone Group | Music Senior Product Manager | | Feb 2005 – Jul 2005 | 3 UK | Rep. of Ireland Mobile Internet Project Manager (contract) | | Oct 2004 – Feb 2005 | Oyster Digital Agency | BT consumer account and project manager (contract) | | May 2000 – Jul 2004 | Vodafone Australia | Senior Project Manager | | May 1995 – May 2000 | Telstra Australia | Business Process Specialist | |

**Work Experience**

**Oct 2011 TAG Worldwide**

Contract - Snr Technical Project Manager

* Development of e-commerce website for leading UK men’s fashion brand using Magento
* Programme management for European fashion label & completed integration of SAP for e-commerce

**Jun 2011 – Oct 2011 TAG Worldwide**

Contract - Snr Technical Project Manager

* Successful delivery of new website for Speedo International to drive customer engagement, brand awareness and competition for new swimwear range.
* Concept development & delivery of Speedo Sculpture iPad sales app used at major fashion trade shows since June 2011.
* Redevelopment of website & business portal for Inmarsat Isatphonepro including enhanced web analytics, CRM and promotions tracking for their resellers.
* Support senior management team with the development of internal processes and implementation of email marketing services using Mailchimp.

**Dec 2010 – May 2011 Mobile Interactive Group**

Contract - Snr Project Manager

* Increased revenues by improving project initiation processes & written specifications
* Successful delivery of hardware and platform upgrades for Vodafone UK customer loyalty & redemption web platform. Now supports 15,000+ simultaneous users. Budget 250K.
* Delivered billing & self care solution for mobile including Android, iPhone, iPad & Blackberry devices & middleware layer. Install base exceeds 500k. Budget 150K
* Managed all aspects of project lifecycle including reporting, budget, risks & issues and working with Vodafone’s chosen vendors & system integrators.

**July 2010 – Dec 2010 Management Consultant**

* Delivered innovative self care & self service strategy projects for leading for customer management and product management.
* Directly engaged by CMO / CxO – my clients include tier 2 operators in Western Europe
* Led project for CxO direct reports to develop social media marketing strategy.

**July 2009 – Jun 2010 Multimedia Mobile Channel**

Marketing & Sales Director

* mmCHANNEL was a Spanish service provider delivering digital content solutions and managing mobile marketing campaigns for FMCG brands and service providers. I was responsible for all sales and marketing operations. A major success was retaining a key account in Africa valued at more than €400K.
* Worked with internal delivery team and service provider technical team to deliver and launch new mobile content and VAS services.
* Crucial to the role was managing the service and operations processes in relation to the contracts and SLA’s with key customers. This included monthly reporting, ensuring service operation processes were being followed and helping to understand and prioritise customer needs.

**July 2005 – June 2009 Vodafone Group Marketing**

*Music – Senior Product Manager (Nov 07 – Jun 09)*

* Vodafone’s music download service is used across Europe and is a core offering for 3G & digital content strategies.
* Responsible for product management for the download service on web, mobile and PC. Budget > €5 mil.
* Role would include vendor management, stakeholder management, research, shared ownership of product requirements and rollout plans across Europe.
* Key to this role was building a relationship and working with the marketing teams responsible for Vodafone’s consumer content and product offerings in each country and part of the role was to develop communication plans with marketing agencies and 3rd party suppliers.

*Turkey - Head of Online / Youth (Oct 06 – Oct 07)*

* Mobile operator with >15mil subscribers. In this role I reported to the CMO.
* Led the launch of new mobile internet services including music, games and browsable content. Fastest launch in < 6mths, budget + €2 mil
* I led the development of a youth marketing strategy and during this time we built and launched a Turkish web 2.0 social network called ‘Youppo’, which launched just as Facebook took off globally.

*Global Marketing – Partner Markets Programme Manager (Jul 05 – Oct 06)*

* In this role I was responsible for managing roadmaps for consumer content services for European mobile operators which partner with Vodafone.
* Programme manager for product launches in 5+ markets. Budgets > €2 mill.

**Jan 2005 – Jun 2005 3 UK**

Contract - Project Manager

* Reporting to the UK Head of Marketing, successful project delivery to launch consumer mobile internet services for 3 in Northern Ireland.

**Oct 2004 – Dec 2004 Oyster now LBI**

Contract - Project Manager

* Working with the Senior Account Manager to manage and scope web development projects for their key account - BT Consumer. Project budgets up 100k.

**May 2000 – Jul 2004 Vodafone Australia**

*Senior Project Manager (2002 – 2004)*

* Responsible for managing consumer marketing projects with budgets > £1 mil
* Delivery of the 1st launch of mobile internet services in Aus & NZ and major pricing strategy changes.

*Junior Project Manager (2000 – 2002)*

* In this role I reported to the Network Change Manager and was responsible for implementing change management processes for the mobile network.
* A key achievement was completing the ISO9000 certification for the Network Management Centre and the documenting of the Customer Management process framework.

**Academic History**

Certified Scrum Master – Agile Alliance, London 2010

Diploma of Project Management - University of New South Wales 2003

(PMI / PRINCE2 equivalent)

Post Graduate Diploma of Commerce - University of Auckland 1995

Bachelor of Commerce - University of Auckland 1994

**Professional Associations**

Member - British Interactive Media Association (BIMA)

Associate – Institute of Consulting

*References and other information available on request*