

# Mark O'Sullivan

Chief Software Architect at Kantar Retail Virtual Reality

hogabu@gmail.com

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## Summary

Highly professional Enterprise/Architect/Technologist, delivering high value world class market leading solutions across a number of industries for some of the best known brand names (Toshiba, Lucent Bell Labs, Avaya, British Standards Institution). Experienced working for both commercial software houses and organisations of all sizes. I worked on a number of key acquisition projects at Lucent/Avaya, as part of the management team defining the intercept strategy, reshaping, incorporating technology and product streams. Defined and delivered the BSI IPP Platform (Microsoft .Net) hosting key subscription based multi-tenant solutions, for all the customer facing revenue products. Expertise and knowledge of digital publishing and metadata management. Enterprise Architect, shaping the Medical Devices certification business (Notified Body), working closely with the key stakeholders to meet the organisations strategic needs.

Technical leadership (CTO, Architecture, Development Manager), Disruptive Technology, Project Management, Product Strategy, Presentation Skills, Mentoring, Innovator, Development Methodologies. Self-motivated, independent and proactive, with an eye for detail. Builds and develops high performance teams, delivering high value word class products

Inventor of three communications patents (granted).

Worked jointly with Microsoft to deliver the first fully featured communications integration at the launch of Microsoft Dynamics CRM, presented two sessions at the UK beta events.

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## Experience

### **Chief Software Architect at Kantar Retail Virtual Reality**

February 2016 - Present (1 year 2 months)

### **Enterprise Architect at British Standards Institution (BSI)**

March 2015 - February 2016 (1 year)

### **Solutions Architect at British Standards Institution**

October 2010 - March 2015 (4 years 6 months)

Delivered the core SaaS private cloud platform, delivering and supporting the digital content strategy and vision.

Working on future enhancements, capabilities to support the business and new solutions roadmap.

## **System Architect at Avaya**

2002 - June 2010 (8 years)

System Architect, delivering the world class Avaya IP Office suite of applications.

Developed governance framework for new and existing applications development, drove quality improvements across product management and product teams.

Responsible for the product roadmap and intercept strategy. Championed and initiated the move from C++/Visual Basic/Pascal to a unified development language (C#) and runtime (.Net) across the product house for all off-switch applications.

Delivered the companies first commercial product developed using .Net, successfully. All future new development utilised .Net.

Joint CTO responsibilities for aligning the technology strategy across the business units and identifying/ applying appropriate disruptive technologies to gain business advantage.

Developed core strategic partnership with Microsoft, delivering joint value for both companies, contributed to product planning and go to market strategy resulting in number of technical and innovative first to market solutions.

Chief Architect responsible for the next generation hosted SIP (voice and video) communications platform, targeted at the SME (Small Medium Enterprise), I was responsible for the coordination of inputs from other architects and overall architectural ownership of the solution.

Intellectual Property Representative, driving innovation, serving on the West Coast Patent Review Board, appraising and sponsoring patent submissions.

Contributed to a number of high profile company acquisitions, due-diligence reviews and product intercept planning/alignment strategies.

## **Development Manager at Avaya**

2000 - 2002 (2 years)

Responsible for the ICOSM – Multi Media Interaction Management Development Team, a multi-million pound acquisition from Canadian start-up SoundLogic.

Transitioned the solution and assets from SoundLogic, established and built the UK development team to onward develop and enhance the product for release to market. Successfully delivered product for international launch.

Delivered the H.323 soft phone integration component utilised by the Avaya IP Office Phone Manager Pro.

Drove the definition of the formal development process utilised by Avaya SBS to meet ISO 9000 and developed best practice to increase overall quality across the product portfolio.

### **Principal Software Engineer at Lucent Technologies (Bell Labs Innovations)**

July 1999 - 2000 (1 year)

NextGen R&D team member, responsible for identifying and researching technologies enabling competitive advantage. The role also involved providing architectural, design, leadership/knowledge transfer to other development groups in Lucent/Avaya.

Developed the core Microsoft Management Console framework for use by other engineering groups and used by our largest multi-site INDeX customers.

Contributor on the Softswitch (H.323) next generation platform, based on a COM architecture and Win32 platform.

### **Senior Analyst Programmer at Toshiba**

1995 - 1999 (4 years)

Technical owner and development lead of 'Excalibur' a bespoke distributed Salesforce automation product. Liaised with key stakeholders across the business units to identify and deliver a shared vision of a unified business tool, supporting Marketing, Corporate Sales, Partner Sales and Customer Services. The product enabled the Sales teams to effectively forecast, track their sales and revenue targets against plan. The product reduced a 3 month backlog of customer warranty processing in the first two weeks of introduction, reducing cost and improving customer satisfaction. Utilised for all direct marketing activities and fulfilment, automation of campaign returns via barcoded data enable a small team to process 1200 responses per day.

Key contributor to IT strategic planning and vision, recognised as a technical and business innovator across the Toshiba business units.

### **Technology/Business Consultant at Toshiba**

1989 - 1995 (6 years)

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## **Skills & Expertise**

**Cloud Computing**

**.NET**

**SaaS**

**C#**

**Telecommunications**

**Enterprise Software**

**Software Development**  
**Integration**  
**Solution Architecture**  
**Architecture**  
**Microsoft Technologies**  
**Scrum**  
**IT Strategy**  
**Management**  
**Agile Methodologies**  
**Team Management**  
**CRM**  
**Product Management**  
**Strategy**  
**SIP**  
**Business Intelligence**  
**Requirements Analysis**  
**Project Management**  
**Go-to-market Strategy**  
**Enterprise Content Management**  
**Software as a Service (SaaS)**  
**Microsoft Products**  
**Customer Relationship Management (CRM)**

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## Interests

Horology, Antiques, Guitar, Communications Technology, Wine Tasting, The Internet of Things, Travel, 78 Records and Gramophones

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## Certifications

### **Certified SAFe Agilist**

Scaled Agile Framework      April 2016

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## 9 people have recommended Mark

"Mark is a highly skilled software architect. I have been working with Mark for the last three years and I must say that every moment of interaction with him has been a great learning experience for me. Mark exhibits refreshing degree of rigour, tenacity and integrity. Undeniable intelligence and a good team player combined with the ability for clear thought in difficult situations. Mark is very knowledgeable across a broad spectrum of technology and pays close attention to relevant detail providing required architecture assurance making sure the balance of user experience and system design is met."

— **Niranjalee Rajaratne**, *Software Quality Assurance Analyst, British Standards Institution (BSI)*, worked directly with Mark at British Standards Institution (BSI)

"Mark is an excellent software architect with, in particular, both a great eye for user interface and a fine aptitude for system design. At Avaya he rapidly learnt emerging Microsoft technologies from their beta stages, introduced them to the organisation and delivered finished products in a ready-for-sale state. An excellent team player with a gentle management style, Mark can run projects and lead staff with aplomb. I recommend Mark highly and would hire him time-and-time again for any Microsoft platform based development."

— **Kit Ruparel**, managed Mark at Avaya

"Mark is excellent at cross fertilising ideas from one domain to another and has the breadth of skills needed to deliver real world solutions."

— **Simon Hughes**, [simon.d.hughes@arisen.com](mailto:simon.d.hughes@arisen.com), worked with Mark at Avaya

"Mark was the lead Development Architect on multiple software application programs with Avaya. Mark consistently and articulately represented his work with clear purpose and an in depth knowledge of product architecture and design. Mark owned the more challenging and sophisticated programs due to his expertise and quality work."

— **Norma Hayward**, worked with Mark at Avaya

"A respected finger style guitarist of the modern rock era, yet in software development, Mark is adept at focusing through fuzziness, ambiguity, unduly entrenched personal positions, unrealistic expectations of a technology and other forms of B/S. His insight allows him to translate business aspiration in to technical strategy, delivering without dire straits. Being adept at identifying critical aspects in a software architecture, he makes sure they are addressed efficiently and amenable to change over the long haul. With an engaging and collaborative style and a strong sense of fun, he is always human. A fine architectural leader and brother in arms."

— **Alec Creed**, worked with Mark at Avaya

"An excellent Manager with a real grip on the world of software Mark blends the often rare talent of rwa technical ability and strong inter-personal skill. A capable and proven leader with solid skills, we would highly recommend."

— **Peter Rainbow**, was Mark's client

"Mark's combination of functional, business and technical skills allows him to contribute in ways that others could not. The quality of his work consistently exceeds expectations. I highly recommend him and any resource that he endorses."

— **Hassan Firouzbakht**, managed Mark indirectly at Avaya

"Mark is a very competent software systems architect with an expert knowledge of a wide range of software technologies. He often works with cutting edge technology and develops creative and innovate solutions. He is a strong team leader and natural motivator who works well with his team to achieve great results. He would be an excellent asset to any software team."

— **Richard Hill**, managed Mark indirectly at Avaya

"Mark was my manager at Avaya and whilst deadlines had to be met, Mark's calm approach enabled me to focus on the task at hand and complete it. I learnt a lot from Mark as he willingly shared his knowledge/skills with the team and whenever I ran into technical difficulties, he would take the time to explain the issue and provide high-level suggestions on resolving it. I found Mark to be both technically and commercially astute and remains "the best manager I have ever worked for"."

— **Anil Patel**, reported to Mark at Avaya

[Contact Mark on LinkedIn](#)