

ROB HENWOOD

Name	Robert Henwood	Nationality	British
Base	London, East Dulwich, SE22	Email	r_henwood@hotmail.com
Mobile	+44 (0)797 999 0092	LinkedIn	https://www.linkedin.com/in/rob-henwood-00480516/

A transformational and flexible technology leader with over 20 years' experience in Enterprise/Solution Architecture, Consultant, Team Leader and Developer roles working for companies in retail, finance, insurance, travel, legal and energy sectors. Expertise in cloud, AI, data, integration and security with a good knowledge of infrastructure, application (digital and business systems) domains. Experienced with CxO level stakeholders and proficient in guiding £multi-million transformation programmes towards good architectures and successful outcomes.

Experience

Jul 19 – Present Architecture and Strategy Consultant (Freelance), Various, London

- **Architecture and Technology Advisor to Jed.ai Startup Factory.** Building out an architecture strategy to assist with the core principles and technologies that will be used by each Startup (Occasional commitment)
- **Cloud Security Consultant at Clifford Chance.** Advising the CISO, Head of Information Security and Head of Data Science on cloud security maturity for their Data Science Lab against CSA STAR standards. Creating a roadmap to improve cloud security and DevSecOps practices. (Short-term and part-time contract)

Mar 14 – Jul 19 Enterprise Architect (Permanent), ASOS.com, London

ASOS is a leading fashion retailer that aims to be the fashion destination for 20-somethings. A pivotal member of the team that guided ASOS towards a globally scalable Microservice architecture, new Digital and Business Systems and a modern Analytics Platform. Highlights include:

Strategy and Roadmap

- Forming Technology and Data Strategy with the CTO and CIO and providing architecture leadership for transformation programmes
- Performing the Chief Architect role in the transformation of data, analytics, AI, integration and security capabilities
- Co-chairing the Data Steering Committee and assisting delivery leads with crafting and tracking OKRs
- Creating detailed technology strategies and roadmaps for data, analytics, AI, integration and security
- Stakeholder engagement and delivering business value with a pragmatic view on architecture purity
- Working with product owners to build out product strategy and roadmaps that dovetailed with technology and architecture roadmaps
- Building strategic relationships with Microsoft and MuleSoft to maximise successful use of their products

Leadership, Management and Mentoring

- Building, managing and mentoring a team of Principal (3) and Solution (6) architects
- Leading the creation of principles, standards, guidance and the architecture repository with influences from TOGAF and Zachman
- Starting the Integration Centre for Enablement around Mule and HVR – recruiting and running the team before handover
- Helping start the ASOS Data Academy to promote knowledge sharing and improve data literacy

Governance

- Chairing and facilitating TDA, Senior Architect and other governance/decision-making groups
- Performing due diligence on critical suppliers and partners – architecture and process reviews

Analytics, AI, Data, Integration and Security Architecture

- Expert in Azure cloud with working knowledge of AWS and GCP
- Driving the modernisation of the BI, analytics and AI architecture and ensuring best use of the Azure Analytics and Data Platform
- Creating conceptual and logical reference architecture, capability models and ongoing gap analysis
- Creating the Enterprise Data Model and ensuring ongoing quality of data modelling, architecture decisions and documentation
- Performing platform selection including Mule for EAI, HVR for replication and platforms for data virtualisation, analytics and AI
- Defining and governing API design, event and messaging standards and guidelines (e.g., OpenAPI, Mule, EventHub, Service Bus)
- Introduction of the Mule Anypoint Platform (e.g., API Manager, ESB, and API Designer)
- Creating the concept of the ASOS Data Lake and the Data Lake architecture and initial hands-on build-out of the platform
- Evaluation of Data Lake architectures, integration (acquisition and preparation) tooling, query and catalogue capabilities
- Forming the security competency to build detailed knowledge of the Azure platform and working on the security roadmap.

Data Science and AI

- Acting as Solution Architect for the Data Science Lab and Factory environments (Azure ML, Databricks, GPU, APIs, etc.) and overseeing many projects including recommendations, customer understanding and supply chain optimisation
- Improving the Data Science Lifecycle by the introduction of better practices and end to end tools. Gaining extensive knowledge of the Data Science Platform landscape and options for high-productivity data science/AI.
- Assisting a culture change in the Data Science team towards a focus on business value

Engineering

- Adopting agile architecture and working with engineering and delivery teams to realise the architecture and business vision
- Building out DevOps and DevSecOps capabilities with the senior Architecture and Engineering team
- Helping Data Engineering transition towards modern data platforms - correct use of RDBMS, Document, Key-Value, etc.
- Ensuring a direct relationship between Architects and Data/Integration Engineers and Microsoft/MuleSoft Product teams

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Jul 10 - Mar 14 Solution Architect (Contract), Confused.com, Cardiff/Remote

Confused.com is a price comparison web site in the UK, aggregating millions of insurance quotes for tens of thousands of customers per day. Introduced and led adoption of the BizTalk 2010 Platform and surrounding services. My role encompassed vision to leadership and development:

Strategy

- Due diligence to assess architecture plans, architecture resource quality and future roadmaps prior to a change programme
- Creating architecture roadmaps for a self-service portal, rules processing and quote gathering/offline processing applications
- Defining key objectives including lowering the total cost of ownership and process simplification

Solution Architecture

- "Quote Engine" suited to aggregating millions of prices per day from many insurer web services
- Maintenance portal for configuration of data including rules and mapping data, reducing internal data maintenance costs
- Rules processing system designed with flexibility in mind to handle pre-quote and post-quote rules
- BizTalk load testing and providing input to the general load testing programme
- Worked with Platform Engineering to implement fully automated builds, integration testing and deployment

Team Leadership and Mentoring

- Led a team of 10 in-house and onshore developers to develop the new platform including and performed roles including scrum master, sprint planner and release manager.
- Mentored the in-house development team in BizTalk development and trained Operations Teams to manage the new systems.

BizTalk 2010, SQL Server/SSIS 2008, C# 4.0, WCF, Visual Studio Team System 2010, Enterprise Library, TDD, Unity, ReSharper, Rhino Mocks, Moles, XSLT, XPath1.0, AppFabric Caching, Azure, Service Bus.

Jun 06 - Sep 15 Integration Consultant (Contract), Bottomline, Remote

BizTalk development, consultancy and support for Bottomline, previously SMA Financial.

Bottomline Service Bureau (Jun 06 – Sep 15)

- System architecture, environment specification, build and configuration
- Pre-sales support - involvement in estimating and designing/architecting solutions for Bottomline clients
- BizTalk 2006 SWIFT/CREST/MX processing solutions for clients including GlobeTax, Earthport, Citigroup, VISA, Toronto Dominion, Lloyds, VocaLink, Citi Index, London Stock Exchange and Lehman.

Metro Bank Payment Hub (Oct 09 – Jul 10)

- Solution architecture, design and requirements specification working with Metro Bank, Temenos and VocaLink
- BizTalk 2006 solution integrating SWIFT MT, BACS, Temenos and Barclays ISO20022 messages
- Web operations portal for tracking message flows.

BizTalk 2006, SWIFT Accelerator, SQL Server 2005 (Design, Reporting Services), .NET 2.0, Telerik, C#, MSBuild, NUnit, VSTS 2005, BizUnit.

Feb 13 - Feb 13 SOA Consultant (Contract), Old Mutual, Cape Town, South Africa

A short-term engagement to assist with SOA implementation. Involved reviewing the current SOA capability and recommending future actions.

Aug 09 - Oct 09 BizTalk Consultant (Contract), C Hoare & Co Bank, London

SWIFT Payment Hub

C Hoare & Co selected BizTalk 2009 for a new Payment Message Hub to streamline their payment processes. As an independent consultant I advised how BizTalk would fit into their architecture and produced a code base for further development by the in-house development team.

- Worked with the Technical Architect to create the Solution architecture
- Created a BizTalk 2009 Payment Hub proof of concept followed by a template solution including use of the SWIFT Accelerator, WCF, Windows 2008 and SQL Server 2008
- Processing of MT202 and MT103 messages and configuration of a customised SharePoint 2007 payment portal

BizTalk 2009, SWIFT Accelerator, SQL Server 2008, .NET 3.5, WCF, SharePoint 2007, C#, MSBuild, BizUnit, VSTS 2008, TFS, MQ Series, Oracle 10.

Jan 08 - Aug 09 SOA Architect (Contract), Virgin Atlantic Airways, Crawley

Airport Kiosk Services (Jan 09 – Aug 09)

Part of VAA's Strategic Sales Platform (SSP) programme, this project replaced an existing specialised middle tier used solely by Airport Kiosks with new SOA services for use by the whole enterprise. The new middle tier, based on BizTalk 2006 and WCF services, encapsulated functions including booking, seating allocation, flight information, ticket printing and check in. The services wrapped existing VAA web services and a new set of "Air SOA" services provided by EDS.

- Worked with Virgin architects, business experts, technical experts, EDS and Tata Consulting Services (TCS) to specify the service contracts and operations using OpenTravel schemas and custom schemas where appropriate
- Produced high level and detailed technical design documentation for use by the business and TCS to build parts of the solution and modify the existing Kiosk clients
- Started solution build, handing over to TCS for completion

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iTravel Staff Travel (Jan 08 - Oct08)

iTravel allows VAA staff plus their nominated family and friends to book flights on VAA and partner airlines at preferential rates.

- Lead developer in a team building the integration middle tier
- Built .NET/BizTalk components to interface with the SHARES reservation system
- Assisted the User Interface team with build and test of the .NET 3.5 based user interface.

BizTalk 2006, .NET 2.0, ASP.NET, Web Services, .NET 3.5, C#, WCF, MSBuild, BizUnit, MOM, VSTS 2005, VSTS 2008, TFS, MQ Series, Oracle 11, Enterprise Library, ReSharper, NCache.

Nov 07 - Dec 07 BizTalk Consultant (Contract), Landsbanki, London

CREST File Transfer

Design and build of a system integrating Global One and SAM systems with CREST.

BizTalk 2006, .NET 2.0, C#, VSTS 2005, Reporting Services, MSBuild, BizUnit.

Oct 07 - Nov 07 BizTalk Consultant (Contract), Avanade, London

JLL, Dynamics CRM Synchronisation

Synchronisation of the Jones Lang LaSalle (JLL) Global and UK Dynamics CRM systems.

BizTalk 2006, .NET 2.0, C#, Dynamics CRM 3.0, MSBuild, NUnit, BizUnit.

Apr 05 - Sep 07 BizTalk Consultant (Contract), London

Over 2 years, I worked on several projects for Netstore (now e2E Group, formerly Cassium).

National Express, Fares Engine, London (Apr 07 – Sep 07)

This project created a new fares engine using WPF, WCF, BizTalk and SQL Server. Worked on various aspects of the system including:

- Design and implementation of WCF services interacting with fares calculation layer
- Reporting services activity monitoring reports
- BizTalk configuration for test and production systems.

BlueBay Asset Management, Trading System and SWIFT Integration, London (Aug 06 – Mar 07)

BlueBay required a system to integrate their trading systems (Charles River, Invest One) with the SWIFT network via their intermediary Brown Brothers Harriman (BBH) and GlobeOp. Architected and developed the solution that consisted of a BizTalk 2006 Message Hub interacting with a SharePoint 2003 payment portal and custom web sites for manual message entry and system monitoring.

- Worked with BlueBay's IT Manager and BBH to architect and design the solution using guidance from SMPG and ISITIC market practices
- Creation of a BizTalk solution to produce SWIFT messages (MT304, MT543, MT541) for FX, Bond, Equity, Repo, Future and Option trades
- Creation of a SWIFT Manual Entry web application to allow manual creation of Payment (MT202), Pre-Advice (MT210) and Free Format (MT299, MT599) messages. SWIFT Monitor web application to track message progress.

NHS, Portsmouth (Apr 06 – Aug 06)

NHS Portsmouth Hospital embarked on a programme of hospital systems integration using BizTalk 2006 and required initial guidance, architecture and development services.

- Worked with the IT Manager to specify the long-term architecture
- Developed a BizTalk 2006 system to integrate a Blood Gas Analyzer (HL7/MLLP) with the hospital's Clinical Information System (HL7/MLLP) and GraphNet system (web service). This solution was used as a proof of concept and as a platform for future projects
- Trained the hospital IT team to develop with BizTalk 2006.

NHS, Basildon (Apr 06)

Basildon Hospital required a trouble-shooter to complete a BizTalk solution left unfinished by a previous consultant. Undertook a short engagement to analyse and complete the solution, then install the working system in the client's environment.

UBS, Rules Engine POC, London (Mar 06 – Apr 06)

Worked with Microsoft to develop a POC replacing an existing rules infrastructure with the BizTalk 2006 Rules Engine and Oracle 10g.

American Express, Fincentric WealthView SWIFT POC, Poole (Feb 06 – Mar 06)

In a pre-sales role for Microsoft and Netstore, created a POC to show how Fincentric WealthView web services and BizTalk 2006/SWIFT Accelerator can be used to create MT950 messages.

Barclays, Human Resources POC, Poole (Feb 06)

In a pre-sales role for Microsoft and Netstore, created a POC to demonstrate integration of Siebel from Excel spread sheets via email, files via FTP and web-service calls from SharePoint 2003.

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Barclays, Depolarization. London (Apr 05 – Feb 06)

Led a team that integrated the Focus e-Script application (used by Financial Advisers) with Barclays and other systems using a BizTalk 2004 hub.

- Lead Developer and Release Manager in a Netstore and Barclays team
- Developed orchestrations and other BizTalk components including BAM reports
- Mentoring of Barclays development staff.

BizTalk 2004/6, MQ, MSMQ, SQL Server 2000/5 (Design, Reporting Services), .NET 1.1/2.0/3.0, C#, NUnit, NAnt, MOM, SharePoint 2003, Fincentric Wealth View, SWIFT Accelerator, TCP Adapter, HL7 Accelerator, BRE, SharePoint 2003, MQ, ASP.NET, XSLT, BizTalk 2006, LoadGen, C#, Oracle 10g.

Dec 03 - Mar 05 Integration Architect (Contract), Avanade, London

Electrabel, Brussels (Jan 05 – Mar 05)

Part of a team assembled by Accenture in Brussels to assist with answering an RFP from Electrabel for a Field Force Enablement project.

- Evaluation and selection of mobile middleware technologies including Afaria, Intellisync and SAP Mobile
- Prototyping SAP integration techniques such as IDocs and ALE for the SAP Plant Maintenance application.

EDF Energy and National Grid, London (Dec 03 – Jan 05)

Engaged by Avanade to architect the integration between Accenture's FFE (a suite of products that provides a field work management solution for the utilities industry) and EDF Energy's work management systems - TroubleCall System (TCS) and Field Management System (FMS).

- Solution Architect, designing the interactions between the systems, documenting the interfaces and data requirements
- Worked with TCS and FMS teams to communicate the solution architecture and ensure they met the architecture requirements
- Led and mentored a team of Avanade/Accenture developers to build the BizTalk 2004 solution.

BizTalk 2004, C#, .NET 1.1, COM+, SQL Server 2000 (Design), MSMQ. SAP, SAP Mobile, Intellisync, Afaria

Jan 99 - Nov 03 Solution Architect/Team Lead/Developer (Permanent), Eqos, Leatherhead

Worked on solutions for clients including Focus-Wickes, Debenhams and Sainsbury's implementing and extending Eqos Collaborator.

- Performed several roles including Solutions Architect, Team Leader, and Developer
- Solution architecture for the Debenhams and Sainsbury's projects including the use of BizTalk 2002 and EDI messaging
- Team Leader and mentor for several customer implementations
- Led teams consisting of internal resources and external consultants from Avanade and Accenture
- Started as a Web Developer building and maintaining sites including the corporate site, partner sites and a knowledge base.

UML, VB6, ASP, ASP.NET, C#, COM+, SQL Server 7/2000 (Database Design), BizTalk 2002 (EDI messaging)

Other Experience

Sep 97 - Jan 99 Web Developer/Coordinator, Lowestoft College

Built, developed and maintained the college Intranet and Internet sites.

Mar 96 - Sep 97 Electrical Science Lecturer, Norwich City College

Taught electrical science and IT part-time to apprentices and adult students.

Dec 95 - Sep 96 Children's Science Writer, Eaglemoss Publications, London

Wrote several articles on computers and electronic for the Technoquest science magazine.

Sep 94 – Dec 95 Volunteer Coordinator and Builder, Greenhouse Trust, Norwich

Coordinated volunteers to build a resource centre in Norwich.

Sep 94 – Dec 95 Aircraft Instrumentation Apprentice, Westland Helicopters, Weston Super Mare

Apprentice in aircraft manufacturing and instrumentation.

Professional Development

Present Ongoing learning (online courses and meetups)

2012 TOGAF Certification Programme, Knowledge Academy, London

2012 Windows Azure Bootcamp, London

Member of the Association of Enterprise Architects

Qualifications

2000 **MCSD** (VB6, SQL Server 2000)

1994 **BEng (Hons) 1st Class Electronic Engineering** (UEA, Norwich)