Neill Tshiamalenge

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##### SUMMARY

* Highly skilled Business Systems Analyst, CRM Solution Architect and Technical Project Manager.
* 13 x Certified Salesforce SME (Advanced Developer, Architect, Sales Cloud and Service Cloud Consultant).
* Specialist in Apex & Visualforce Development, Lightning Experience and API / middleware integration.
* Experienced Agile Development Manager with a focus on Java, .Net and Cloud technologies.
* Specialities: Marketing Automation, E-Commerce, Lightning / Apex / Visualforce, Dev Ops, Einstein Analytics (Wave) / Discovery, Data Migration, Marketing Cloud / Pardot, API Integration, AWS, UX / Information Architecture, TOGAF, UML, Digital Marketing, Agile Business Analysis.

##### EXPERIENCE

**WQA, Consultant Solution Architect / Salesforce Developer (Contract)**

*March 2019 – September 2019*

*WQA are a full-service digital agency providing remote teams of subject matter experts to build connected experiences, products and platforms.*

* Architecture and prototyping of Community Cloud and Marketing Cloud integrations using REST and SOAP APIs, Lightning Components, Mobile Connect and custom AMPScript modules.
* Defining transition architectures, data models, technical specifications and estimates for cross team delivery.
* Converting UI designs and bootstrap mock-ups to mobile responsive lightning applications with custom SLDS CSS.
* Development of Apex Classes, Triggers, flows, batch processes, Lightning Apps, SOAP and REST API integrations.
* Continuous integration using Jenkins, Gitlab, Node.js, LTS, puppeteer and Salesforce CLI plugins for Salesforce DX.
* Cross training PHP and Angular developers in Lightning Communities development, SLDS and Salesforce DevOps.
* Recruiting and onboarding Salesforce developers, product managers and marketing cloud specialists.
* Building product roadmaps, user stories, features & data migration strategies with end client stakeholders.
* Coordinating daily scrums, planning sessions, client demos and retrospectives (remote teams, US stakeholders).
* Building custom API / JSON integrations between Lightning Communities and Crownpeak CMS.
* Technologies: Lighting Web Components, JavaScript, Salesforce Marketing Cloud, Community Cloud, CSS / SLDS, Crownpeak CMS, GitHub / Gitlab, Jenkins, Google Embed API, Node.js, SFDX, AWS.

**What3words, Consultant Solution Architect / Salesforce Developer (Contract)**

*November 2018 – February 2019.*

*What3words provide a service to accurately find any location using a worldwide grid of 3m x 3m squares uniquely assigned a 3-word address. Investors include Intel Capital, Daimler and Deutsche Bahn.*

* Defining target architecture for supporting the expansion of business development operations.
* Designing and implementing an improvement plan and CRM roadmap.
* Automating and streamlining key processes (Lead Management, Onboarding, Marketing Automation etc).
* Development of Apex Triggers, batch processes, Lightning Components and API integrations.
* Expanding capabilities for payment processing, billing and contract management.
* Consolidation of information management, integrations / plug-ins and licencing.
* Standardising reporting, dashboards and performance monitoring across all verticals.
* Defining strategies to integrate the W3W API into the wider Salesforce ecosystem (AppExchange / MuleSoft etc.).
* Establishing operational processes (disaster recovery, SSO, Email, Data Security, Licencing, DevOps).
* Defining business cases for procurement of social listening and data enrichment tools.
* Ensuring best practice for information management & data consolidation.
* Technologies: Apex, Visualforce, Lightning Components, Hubspot, Intercom, Salesforce DX, Zapier, Google Apps, Slack, LinkedIn Sales Navigator / Social Actions API.

1. **Aberdeen Standard, Solution Architect – CRM / Distribution Technologies (Contract)**

*March 2018 – August 2018*

*Standard Life Aberdeen plc is one of the world’s largest investment companies, created in 2017 from the merger of Standard Life and Aberdeen Asset Management. Operating under the brand Aberdeen Standard Investments, the investments arm is the largest active manager in the UK and much of Europe with AUM totalling €648.5bn in Dec 2017.*

* Documenting best practice architecture for CRM and Marketing automation integrations (Salesforce / Eloqua)
* Working with UX specialists to define mobile responsive Lightning applications aligned with ASI branding.
* Providing Salesforce technical coaching, guidance and integration support to CRM agile delivery teams.
* Defining project roadmaps, work packages, options papers, solution designs and cross functional estimates.
* Co-ordinating application assessments to identify consolidation options and baseline architecture repositories.
* Generating RFPs and functional specifications for outsourcing of key marketing deliverables to delivery partners.
* Engaging in Project Vision workshops to capture functional requirements, constraints and dependencies.
* Reviewing proposed CRM architectures and project proposals against business & migration requirements.
* Developing architectural standards, roadmaps, patterns & practices.
* Engagement with multiple suppliers including Karmarama, TCS, Mindtree and Salesforce professional services.
* Technologies: Lightning Platform Sites, Eloqua, Node.js, jQuery, Lightning Components / LDS, Apex / Visualforce, UPMX, Power designer, Marketing Cloud, SharePoint.

1. **Westbrook International, Consultant Technical Architect (Contract)**

*July 2017 – Jan 2018*

*Westbrook international plc is a Salesforce Platinum partner providing cloud consultancy implementation & support services to transform client’s business performance. Westbrooks investors include Salesforce.*

* Working with Project Director, Delivery Resource Manager and the COO to ensure successful delivery of Salesforce consulting and implementation programmes in the UK, Belgium and the Netherlands.
* Creating technical design documentation, business requirements specifications and prototypes.
* Developing Lightning component applications, webservice integrations and continuous integration solutions.
* Conducting strategic architectural reviews of clients’ enterprise technology architectures and infrastructure.
* Advising on Marketing Automation, GDPR readiness and alignment with EU data privacy standards.
* Presales activities including client and prospect engagement, statements of work and effort estimates.
* Representing Westbrook as a senior technical resource with accountability for quality and technical excellence on all projects and development activities (75% billable utilisation).
* Leading project technical delivery including offshore partners, clients and suppliers.
* Defining and evolving DevOps and agile release processes using Gitflow / Jenkins / Jira / Bitbucket.
* Contributing to the set up and maintenance of Centres of Technical Excellence and Partner Engagement.
* Clients: Fidelity Asset Management, Global Data, IBA, Simplify Group, Linx Global, Meteo Group, FDM and the Institute of Physics.
* Technologies: Einstein Analytics (Wave), Lightning Design System, JavaScript, Bitbucket / Jenkins / Jira, AWS, Field Service Lightning, ServiceMax, Cloudingo, SQL Server, SOAP / REST APIs, Java, C#, EventsForce, Dell Boomi, Grunt, Elements / Lucid chart, Drawloop, Node.Js, MuleSoft (pre-sales)

1. **Pictet Asset Management, Salesforce Solution Architect / Technical Change Agent / Developer (Contract)**

*May 2015 – May 2017*

*Pictet Asset Management holds assets for institutional investors and investment funds, including large pension funds, sovereign wealth funds, financial institutions and individual investors.*

* Delivering rollout of Salesforce CRM to PAM (Pictets first cloud-based solution) and disseminating lessons learned.
* Implementing Pardot Marketing Cloud and supporting adoption by global marketing teams.
* Development of custom Asset Management Applications in Apex, Visualforce, Informatica and the Pardot API.
* Supporting Global CRM, IT, Sales and Marketing teams through CRM Adoption Challenges.
* Data integrations to multiple systems using Informatica Cloud, Riva, email services and the PAM BI hub.
* Defining a mobility test strategy and securing mobile access for use with Airwatch MDM and Good.
* High Level CRM Architecture and SOA Integration with new web presence <https://www.am.pictet/>
* Architectural review of 3rd Party deliveries and leading acceptance and knowledge transfer.
* Defining and co-ordinating security infrastructure changes enabling access across PAM.
* Setting up a distributed support capability between Geneva and London.
* Collating and documenting project artefacts in line with the TOGAF ADM.
* Collaboration with vendors and agencies including Huge, PARX, Nemetos, Bread & Butter, Web Republic, Alpha Financial Market Consultants and Blue Infinity.
* Representing PAM on the Pardot Customer Advisory Board and Salesforce beta programmes.
* Technologies: Salesforce / Apex / VisualForce, Oracle, SQL Server, Riva, PowerShell, JIRA, Pardot, Informatica, Bitbucket (Stash), WordPress, Sitecore, AWS, Tableau, Joomla, JavaScript (various frameworks)

1. **Kaplan International Colleges, Salesforce Solution Architect (Contract)**

*October 2014 – May 2015*

*Kaplan International’s activities span a dynamic, growing English language business, a broad suite of higher education programmes in UK, Asia Pacific and Australia and a professional and vocational training operation which offers courses in Australia and Asia Pacific.*

* Requirements engineering, functional design and solution architecture for multiple work-streams.
* Providing technical leadership for the migration of the Pro-Linguis CRM, Finance and website operations onto Kaplans Salesforce infrastructure. Designing and co-ordinating delivery of JSON web services across multiple platforms using MuleSoft / Cloudhub.
* Co-ordinating multiple suppliers including InvoiceIt, Tquila, Conga and alandarmanin.com.
* Collaboration with teams in Switzerland, Japan, Malta and the UK.
* Coaching in agile delivery, release management and Salesforce development.
* Technologies: Salesforce, Conga Composer, InvoiceIt, SQL Server, DotNetNuke, JIRA, Jenkins, MuleSoft / Anypoint studio, Exact Target, DBAmp, Bitbucket, Marketing Cloud.

1. **Bluewolf, Salesforce Solution Architect / Functional Consultant (Contract)**

*July 2014 – September 2014*

*Bluewolf is a global business-consulting firm who help companies innovate business processes and technologies to engage their customers and drive more sales. Bluewolf’s Platinum partnership with Salesforce now extends to three continents: North America, Europe, and Australia.*

* Requirements engineering, functional design and solution architecture for multiple work-streams.
* Change management & baselining of functional and technical specifications supporting project recovery.
* Designing custom Force.com applications for data enrichment and master data management.
* Defining interfaces between Salesforce, Oracle Fusion Middleware and custom web platforms.
* Process flows, logical data mappings, integration functional designs and Salesforce technical specifications.
* Providing coaching and guidance to junior team members on Apex & Visual Force development.
* Advising on agile delivery strategies, automated deployment to multiple orgs and solution design standards.
* Applying federated web service design patterns to distributed CRM processes.
* Collaboration with multiple suppliers including HCL, Malkosua and Outbox.pl.
* Technologies: Conga, DocuSign, DupeBlocker, Oracle CDH, Oracle Fusion Middleware, Eloqua, Managed Packages, JIRA, Trello, SOAP/REST.

1. **RNIB, Salesforce Solution Architect / Data Strategist (Contract)**

*June 2014*

*The Royal National Institute of Blind People (RNIB) is a UK charity offering information, support and advice to almost two million people in the UK with sight loss.*

* Running discovery workshops and defining Master Data Architecture models, CRM evaluation criteria and comparative pricing for the proposed procurement of a Cloud based CRM (Dynamics vs Salesforce).

1. **Titanium Fire, Lead Salesforce Migration Analyst / Data Architect (Contract)**

*Dec 2013 – April 2014*

*Titanium Fire are professional consultants with focus on helping their customers gain maximum ROI from leading edge Cloud provisioned business systems, working in partnership with Salesforce, Thunderhead and Informatica.*

* Agile Project Management of all data workstreams within the JLT Capture Programme CRM Network of Excellence.
* Capturing CRM process flows, solution designs and specifications for complex transformations and migrations.
* Designing automation frameworks using MS SQL, Informatica Cloud / MDM and the Salesforce Metadata API.
* Running POCs on data management and enrichment tools including BvD, Finscan and Informatica Cloud MDM.
* Developing data migration, cleansing and de-dupe strategies across multiple CRM and broking systems.
* Analysing and gathering user requirements to determine data matrices, measures and dimensions.
* Establishing data governance strategies and operational procedures supporting multiple operating companies.
* Collaboration with a global network of product and data stewards in order to establish a single customer view.
* Building an offshore data management capability including Salesforce and CRM process training.
* Defining procurement and acceptance criteria in collaboration with Informatica, MuleSoft and Cloud Perspectives.
  + JLT Canada - Architect and Technical / Functional Lead on CRM Migration for JLT Canada
  + MDM Rollout - Functional and Project lead on implementation of Informatica Master Data Management.
  + London Markets Migration - Project and Technical Lead on CRM migration for Lloyd and Partners Ltd and JLT Specialty.
  + MuleSoft ESB - Data lead on a MuleSoft ESB Implementation enabling integration between Salesforce and various Jardine Lloyd Thompson broking systems.

1. **Standard & Poor’s, Project Manager / Business Analyst (CRM) (Contract)**

*Sept 2013 – November 2013*

*Standard & Poor’s is known to investors worldwide as a leader of financial market intelligence. With offices in 23 countries and 150 years of history, S & P is a key brand of McGraw Hill Financial.*

* Capturing business requirements, problem statements and organisational objectives for project board approval.
* Project formation and management to Six Sigma and Agile frameworks.
* Documenting CRM process gaps, opportunities for improved Salesforce adoption and data management processes.
* Defining processes for Master Data Management across rating, marketing, finance and sales processing systems.
* Collaboration with internationally distributed stakeholders, suppliers and delivery resources.
* Building tools to quantify and benchmark process and data quality KPIs.
* Reverse engineering business logic from legacy Apex and Visualforce customisations.
* Collating technical and CRM process backlogs. Key technologies: Salesforce (Apex meta-data API), Eloqua, Tableau, Oracle, Jitterbit, Capital IQ API, GoldenSource, Informatica, QlikView.

1. **Salter Baxter, Salesforce Pre-Sales Consultant / Portal Designer (Contract)**

*Aug 2013*

*Salterbaxter has been at the forefront of the sustainability agenda for well over a decade and are widely seen as one of the leading international sustainability strategy and communications consultancies.*

* Pre-sales consultancy on a Salesforce Communities / Customer Portal implementation for an asset management client (solution strategy, estimation, information architecture, Visualforce / Ajax prototyping and resource/cost estimates).

1. **Top Right Group, Salesforce Solution Architect / Functional Lead (Contract)**

*Apr 2013 – July 2013*

*The Top Right Group sponsors high value businesses within the knowledge economy to enable exponential growth for their customers. The businesses powered by Top Right Group are: i2i Events, 4C, EMAP and LIONS festivals.*

* BRAD / Dehavilland Migrations – Agile requirements analysis and technical roadmap design for two Salesforce migrations into a central instance, including marketing, finance, ecommerce and order fulfilment interfaces.
* EMAP / MEA Salesforce migrations – Architectural support for the data migration, stabilisation and user acceptance work streams of a Salesforce rollout to EMAP and MEA, including technical and process handovers to the TRG CRM Centre of Excellence.
* TRG FinancialForce rollout - Designing interfaces with Oracle Financials and co-ordinating delivery between TCS, Hubstone, CloudSense and FinancialForce.
* EBMS replacement - Defining a roadmap for the replacement of i2i Events conference planning systems with Salesforce, including migration of website interfaces.
* Marketing Insight – Defining architecture for delivery of Optify Lead Tracking, Mint / BvD data feeds, Social Media tracking and analytics in SkyIQ.
* Groundsure Atlas - Project inception and high-level design for integration of a new e-Commerce product with Salesforce, including dependencies on CRM migration.
* TRG International expansion - Workshops and analysis sessions on enabling Topright Group to bill from local legal entities worldwide, including scoping with offshore partners in Brazil.
* TRG BAU - Agile business analysis and technical design of enhancements for delivery by the CloudSense offshore flex team / TRG CoE (Apex, Visualforce)
* Technologies: Salesforce, CloudSense Product Configurator / Orchestrator, Optify, SkyIQ, Mint/BvD, Jitterbit, Zapier, Apex, Ajax and JavaScript.

1. **Paternity Leave**
2. *Feb 2013 – March 2013*
3. **Fujitsu SaaS Practice, Salesforce Technical Consultant / Developer (Contract)**
4. *Oct 2012 – Feb 2013*

*Fujitsu is a Salesforce platinum partner and a core Salesforce supplier for the non-profit sector.*

Technical solution architecture, focussed on enabling non-profits move to the Force.com platform.

* Development of Apex Triggers, Visualforce controllers, Batch Apex processes and custom web services.
* Development of e-commerce enabled applications running on Force.com sites / Visualforce.
* Online Payment integration with Payonomy (direct debits), Asperato (credit cards) and World pay.
* Defining PCI compliant data migration strategies (SQL server, Jitterbit and custom 3rd party web services).
* Integrating and customising Force.com packages (i.e. iContact, Eventbrite and the NFP starter pack).
* Functional design of core non-profit processes (gift aid, membership, campaign segmentation).
* Specification and quality assurance of customisations developed offshore by Fujitsu India Ltd.
* Providing consultancy around change management, dependency planning and agile project recovery.
* Managing relationships with 3rd Party suppliers contracted by Fujitsu clients, including product evaluations.
* Deployment planning and co-ordination on multiple projects (asset management and non-profit sectors).

**British Sky Broadcasting Group PLC, Salesforce Consultant / Developer (Contract)**

*Sept 2012 – October 2012*

*BSkyB is the largest Pay-Tv broadcaster in the United Kingdom and Ireland with over 11 million subscribers.*

* Architectural support for the design phase of a confidential CRM initiative, enabling offshoring of technical delivery.
* Preparation and advisory input to various workshops and requirements capture sessions.
* Rapid prototyping and demo preparation with a focus on the Service Cloud.
* Reverse engineering and gap analysis against system designs from similar BSkyB products.
* Documenting technical and functional designs for core architectural spikes.
* Defining a delivery strategy for 3rd party delivery of various integrations.
* Technologies: JIRA / Confluence, Visualforce, Apex, SQL server, Informatica Cloud, Eloqua, C# .NET / Force.COM SOAP API.

**Iron Mountain, Salesforce Consultant / Solution Architect / Technical Project Manager (Contract)**

*Jan 2012 – July 2012*

*Iron Mountain Inc. offers records management, information destruction and data backup services to more than 120 000 customers throughout North America, Europe, Latin America and Asia.*

* Technical project management (client side) for an outsourced Salesforce Service Cloud implementation.
* Running requirements workshops and demonstrations (CTI Integration, Knowledge Management, Visual Workflow, Service Cloud Console), including rapid prototyping.
* Salesforce Solution Architecture (UX, SLA workflows, notification patterns, validation logic, workarounds for legacy Sales Cloud processes, handoff points to financial and operational systems).
* Salesforce Technical Architecture including bespoke Apex / Visualforce components, workarounds for system limits and integrations between SFDC, Eloqua, Mitel, Kofax, MS Exchange and IM data warehouses.
* Business analysis, working with customer service managers from 12 countries to define common service management processes for improved response times and accountability.
* Facilitating engagement with Salesforce including expert services design reviews, licensing models, 3rd party procurement strategies and admin request escalations.
* Co-ordinating delivery teams (UK, Australia, Boston and Delhi) including recruitment and resource planning.
* Supplier engagement with IM telephony partners including HCL, Daisy communications, Mitel and PrarieFyre.
* Co-ordinating a multi supplier acceptance and regression testing strategy across multiple time zones.
* Knowledge transfer to external training consultants enabling production of multi lingual training deliverables.
* Change management and project assurance in parallel with agile release cycles.

**Wonga.com, Salesforce Consultant / Solution Architect / Scrum Master (Contract)**

*June 2011 – October 2011*

*Wonga.com is Europe’s hottest young company, solving people’s short-term cash flow needs in a completely new and consumer-friendly way. Wonga.com Ranked No 1 in the Sunday Times 2011 Tech Track 100.*

* Agile roadmap creation and backlog collation across multiple concurrent workstreams.
* Stakeholder engagement and co-ordination across teams in Ukraine, Ireland, UK and South Africa.
* API Integration of Salesforce with Wonga’s .NET based V3 loans platform including rollouts to South Africa and Canada.
* Business Analysis (Service Management), working with Customer Operations, Collections and Marketing to automate and improve processes security and accountability.
* Redesigning existing Salesforce infrastructure for increased security, scalability and multi-currency / multi market customer operations.
* Salesforce Technical Architecture and development (Apex / Visualforce, Web Services API) and 3rd party integrations (Talend, ExactTarget, New Voice Media, Interactive Intelligence).
* Stabilising legacy data integrations and introducing new interfaces supporting full lifecycle CRM.

**Carbon Trust, Salesforce Consultant / Project Manager / Business Analyst (CRM / e-Commerce) (Contract)**

*Nov 2010 – May 2011*

*The Carbon Trust is a not-for-profit company providing specialist support to help business and the public-sector boost business returns by cutting carbon emissions, saving energy and commercialising low carbon technologies.*

* Project initiation, planning, status reporting and agile change management.
* Salesforce solution architecture and sales process optimisation (including user story capture).
* Business process mapping (Visio), data modelling and forecast modelling (Excel).
* Running workshops with Consultants, Sales Executives, Operations, Marketing and IT.
* Salesforce CRM configuration, integration and Apex / Visualforce development (Eclipse / Force.com IDE).
* Salesforce data migration and consolidation (SQL 2008, DBAmp).
* Training super-users and IT staff in Salesforce configuration / security, SFDC Office Toolkit & Apex Data Loader.
* Cost / benefit reviews of Salesforce licensing to identify operational budget savings (including SDFC alternatives).
* Advisory CRM Consolidation - Merging the Salesforce installations used by separate consultancy teams enabling creation of a separate business (Carbon Trust Advisory Services).
* FPX Sales Process Optimisation (Footprint Expert and Training) - Streamlining the Sales process for the Carbon Trust Footprint Expert Toolkit and related training offerings including custom Visualforce pages / email templates, Apex Triggers, fulfilment process workflows and various campaign optimisations.
* E-Payments – Supporting Salesforce integration with the Carbon Trusts SharePoint based e-commerce platform, including Worldpay integration, business process mapping (Visio), T-SQL Development and Salesforce API Integration.

**Fujitsu SaaS Practice, SaaS Engagement Manager / Consultant (Salesforce / ITIL) (Contract)**

*Jan 2010 – Oct 2010*

*The Fujitsu SaaS practice (formerly Okere) was acquired in November 2007 and specialises in Cloud based solutions to blue chip business problems.*

* Salesforce systems analysis, project management and specification (pre-sales and outsourcing).
* Project office responsibilities enabling management team transition and move to ISO 9000 compliance.
* Information architecture and business analysis assignments for clients including Barclays Wealth and the British Council.
* Account management and pre-sales consultancy for various SaaS implementation projects in the Finance, non-profit and utilities sectors:
* Implementation of customer demos in various SaaS platforms (Salesforce.com, Service-now).
* Technical consultancy and project management:
  + Barclays Wealth - Coordinating technical requirements workshops and specification for the outsourcing of Salesforce API/Flex Development to offshore developers.
  + British Council Finance – Analysis and delivery of a Service-management solution in Service-now.com, enabling transition to a Global Shared Service Centre in India (including development in JavaScript/XML/SOAP).
  + British Council Evolve Programme – Co-ordinating development, UAT, stabilisation, deployment planning and release procedures as part of a Service-now / ITIL v3 rollout to the Global IS division of the British Council.
  + CMDB Discovery POC – Pilot Implementation of Service-now Discovery, including data analysis, global rollout next stage planning and technical handovers to teams in Egypt, Dubai and India.

**CScape Group, Technical Project Manager / Information Architect (Contract)**

*Sep 2009 – Dec 2009*

*cScape (now* [*clerkswell*](http://www.clerkswell.com/)*) was the only city based Digital agency with an active creative studio, customer engagement unit and Microsoft MVP under one roof. CScape specialise in web builds for large membership organisations.*

* Project management of various intranet rollouts, data migration and redesign projects.
* Various information architecture and business analysis assignments supporting MOSS 2007 development projects.
* Account Management and pre-sales responsibilities focussed on RFP responses, quotes and resale of software from various cScape partners (MetaLogix, Nintex).
* British Council Intranet - Delivery of a website redesign for the British Council including migration to MOSS 2007 using MetaLogix website migration manager.
* CScape Redesign – Information Architecture and Project Management of cScapes website redesign including competitor analysis, wire-frames, site maps and planning content migration from a legacy platform.
* Barclays Wealth – Co-ordinating estimation, costing and drafting various pre-sales proposals for cScape account management team leading to £100K+ of projected sales in 2010.

**Symbian Foundation, Technical Project Manager / Change Management Consultant (Contract)**

*Jun 2009 – Aug 2009*

*The Symbian Foundation was established by industry leading mobile device manufacturers to provide, manage and unify the Open Source Symbian Software platform.*

* Providing agile change management consultancy & coaching to website product managers, developers and stakeholders.
* Transitioning various website build projects into an agile delivery cycle focussed on business continuity (including formation of a project roadmap).
* Restructuring contract development teams in San Francisco and London in preparation for transfer to a central IT department, freeing up resources for various strategic initiatives.
* Coordinating technical requirements workshops enabling the outsourcing of various web builds to external agencies.
* Salesforce integration architecture and implementation with open source web platforms.

The role also required technical project management of the following initiatives (LAMP / Salesforce / Virtualisation):

* [Horizon](http://horizon.symbian.org/) Phase 1 & 2 - delivery of initial CRM Milestones for Symbians app store programme, including Salesforce API integration. Contributing to data analysis and integration strategy workshops for phase 2.
* www.symbian.org- Delivering Chinese and Japanese language versions of current external portals.
* [developer.symbian.org](http://developer.symbian.org/) - Completing website build phase and transitioning to a public beta.
* Symbian V2 - project inception including technical estimates and CMS suitability analysis.
* Streamlining export control processes applied to Symbian OS source code, enabling strategic movement to an open source model.

**Economist.com, Scrum Master / Business Analyst (contract)**

*Feb 2009 – Apr 2009*

*The Economist is the premier source for the analysis of world business and current affairs, with a print circulation of 1.3 m copies per week. Economist.com aims to become the premier forum for online analysis and debate.*

* Channels - Scrum Master/Lead analyst on UK based inception phase of project to restructure Economist.com around topic-based channels. Responsibilities: defining SMART objectives, requirements workshops with Editorial and Ad operations, initiating competitive analysis, capturing user stories and preparing product backlog for offshore development in US (Drupal CMS/LAMP stack).
* Publishing Framework - Business analyst/scrum coach on project to identify processes and tools required to support an open source CMS migration. Responsibilities: auditing current production workflow, capturing user stories from key stakeholders, process mapping and providing scrum coaching to production executives.
* Design Framework – Auditing conduit page SEO, training web producers in SEO testing/analytics and capturing search marketing user stories for site redesign.

**Avenue A | Razorfish, Digital Project Manager (contract)**

*Nov 2008 – Dec 2008*

*Razorfish Inc. (formerly Avenue A | Razorfish) is one of the world's largest interactive agencies and was acquired by Microsoft in May 2007.*

* Project initiation and off-shoring of various e-commerce projects for O2-Telefonica, providing holiday cover for AARF project managers and augmenting delivery capabilities in preparation for Q1 2009.
* Chairing JAD Sessions, product workshops and negotiations with on-site customers and various suppliers including EPAM (Hungary), Logica, IBM and Segala.
* Projects initiated:
  + Zeppelin – Building new AJAX portal over iPhone activation platform to support a SIM card mass distribution campaign. London based JAD sessions / offshore development in Hungary (EPAM).
  + Timberlake - Upgrades to O2 Online shop to allow O2 customers to register for a branded Visa Debit Card issued by RBS from the O2 Money micro site. Technologies: JSP, JBoss & Liferay CMS.
  + Dolly - Rollout of improved credit vetting to O2 online shop, leveraging credit segmentation on post-pay mobile customers to reduce costs and financial risk.

**BBC Worldwide, Technical Project Manager (CRM) (contract)**

*Jul 2008 – Oct 2008*

*BBC Worldwide Ltd. was the wholly owned commercial subsidiary of the BBC with a global turnover of £916 million.*

* Webclics & Mediabox – Business analyst & project manager on legally sensitive integration between the BBCs product licensing systems and a 3rd party production management portal, coordinating teams from BBCWW, Siemens and WebMediaTools (US), running JAD sessions, capturing user requirements, interface specification, test cases and exit criteria (ASP.NET, NHybernate).
* Digital Hub V3 – Interim programme management for rollout of BBCWW central streaming media platform; delivering major upgrades, negotiating integration with new facilities houses, relocating project teams and optimising agile processes across the programme (estimation, backlog creation, budgeting and knowledge transfer). Also acted as Scrum Master for 15-man project team.
* MG ISS Contract & Licensing – Lead business and systems analysis team in re-baselining a £750K programme of updates to BBC Motion Gallery’s sales infrastructure including: integration with Microsoft CRM 3.0 and SAP BW using BizTalk; e-commerce integration; financial & sales reporting; release of custom ASP.NET 3.5/SQL Server workflow application and co-ordination with a 3rd party accounts receivable partner (Steria).
* SPS Upgrade - Managed upgrades to group wide sales processing system, including rollout to all BBC departments and integration with digital media, logistics and production portal systems.
* SharePoint Extranet – Initiated upgrade of BBCWs SharePoint extranet to allow rollout to 4000 users across various BBC departments (World Service, Content & Production etc.).

**Cheap Flights Ltd, Agile Project Manager (contract to perm)**

*October 2007 – July 2008*

*Cheapflights is a travel fare aggregator and travel fare metasearch engine (now part of the Booking Holdings subsidiary Kayak.com).*

* Product management– Proxy business owner, Scrum Master and Business Analyst for international teams supporting Cheapflights various portals. Provided project and programme management, reporting to global stakeholders on business-critical e-commerce projects, SEO initiatives and enhancement requests delivered through weekly agile release cycles in the UK, US and Canada. Also managed technical delivery team (10 reports).
* Cheapflights redesign – Coordinated change control & business continuity during rollout of new US & UK portals, ensuring delivery of project components and dependencies into production with minimal commercial impact.
* CRM Migration – Business Systems Analyst and PM. Managed external suppliers and business stakeholders (finance, marketing, sales) in migration of CRM from Salesforce to Microsoft CRM 4.0 in preparation for e-commerce integration with Cheapflights ASP.NET web portal architecture. Included chairing process workshops, gap analysis of existing CRM pipeline and capture of user requirements / use cases. Responsibilities included hands on administration of legacy Salesforce and new Dynamics instance working to agile release cycles.
* Analytics Roadmap – Programme management of multiple analytics work streams, including procurement of a new analytics platform, creating an agile reporting capability, building a central analytics data warehouse (SQL analysis services) and coordinating feasibility studies and POCs for CPA billing, Geo IP targeting and lifetime value reporting.

**Reed Business Information, Technical Project Manager / Scrum Master / Development Manager**

*February 2006 – October 2007*

*RBI was Europe’s biggest B2B media company with a more than 100 news and information products, awards, conferences and directories, covering 18 markets. Products include Personnel Today, Computer Weekly, Flight Global, ICAO Data and Air Transport Intelligence.*

* RBGSS SEO Programme – Managed agile delivery of SEO enhancements across 12 B2B publications including: PPC optimisation; upgrades to organic SEO; procuring traffic analysis software; coordinating link building strategies; introducing automated SEO testing and creating traffic drivers such as widgets, landing pages and RSS mash-ups. Responsibilities included sharing product management workload with business analysts in vertical marketing teams.
* MarkLogic Rollout – Managed the integration and deployment of an XML / NoSQL database into Flightglobal.com allowing instant categorisation of content for re-purposing across Reeds B2B publications & search platform.
* EasySite Rollout – Managed fixed price rollout of a 3rd party CMS system, building a repeatable product offering of promotional microsites for third parties and online media packs for RBI’s B2B publications.
* Movable Type Rollout - Coordinated project team in rollout of a new blogging platform, including migration from a legacy internal system, creative design, infrastructure planning / procurement and search engine optimisation, enabling over 200 B2B blogs by industry experts to be launched within a year.
* DMG Micro sites - Coordinated creative, editorial, operations and technical teams in rapid construction of various campaign portals. Clients: HSBC, T-Mobile, TTG, BT, O2, Orange.
* 2006 Air Shows - as above with various aerospace events for the Aerospace Industry (Farnborough, Berlin, NBAA).
* Hitbox Rollout - managed the evaluation and rollout of Hitbox web analytics across the RBI community sites to enable integration of traffic statistics with CRM data in Salesforce.
* CCP 1.5 Rollout – Project Managed Flight (Aerospace) and initially ICIS (Chemicals) delivery teams through a 4-month platform migration (CMS, SEO, Blogs, Forums, Events, RSS Feeds) using ASP.NET/SQL server technologies.
* Zibb Rollout – Integration of FightGlobal.com with Reeds B2B search engine (Zibb), including integration with Flights Aerospace taxonomy and web service architecture.
* Flight TV – Adding streaming media capability to Flight Globals CMS and coordinating production and hosting of various TV spots from the 2006 Berlin and Farnborough Air shows.

**Business Systems Group, Presales Consultant / Technical Architect (contract)**

*Oct 2005 – Mar 2006*

*BSG is a Microsoft Double Gold Partner, providing services for blue chip clients including Mapley, Trowers and the FSA with a £30 million turnover.*

* Presales consulting and business analysis, working to MSF and the Microsoft solution sales process (MSSP).
* Requirements analysis and scope definition for commercial proposals & fixed price bids.
* Business analyst / project lead for internal CRM migration (bespoke Lotus Notes to MS CRM 3.0/exchange).
* Conducting client demonstrations, JAD sessions, training and workshops.
* Defining project plans (PRINCE2 and Scrum) and solution architectures.
* Competitor analysis of CRM platforms for RFP responses (Salesforce, Siebel, SAP etc).
* Performing technology validation and prototyping for customised demonstrations (MS CRM and SharePoint).
* Core technologies: Microsoft CRM 3.0, MS SharePoint Portal Server 2003 (SPS), SQL 2005 & Analysis Services, Ektron CMS, ASP.NET/C#, MS Project Server.

**Dunnhumby, Senior Software Developer**

*Apr 2004 – Oct 2005*

*Dunnhumby is the marketing solutions consultancy behind Tesco Clubcard, providing services for blue chip clients internationally, with a £250+ million turnover.*

* Agile project delivery (DSDM and Scrum) within cross functional teams (data scientists /analysts / creatives).
* Leading internal cross-disciplinary projects including team management of contract resources.
* Consulting, conceiving and creating multi-tiered marketing intelligence solutions; including analysis of customer loyalty schemes, an award-winning FMCG analysis / reporting tool-set and client-specific data processing utilities.
* Architecture and design of large-scale .NET systems, modelling using agile techniques, working closely with the professional services team to undertake systems development in a consultancy environment.
* Core technologies: ASP.NET/C# Oracle 8i/9i/10i, Nucleus, Unix Shell Scripts, Cronacle, VMS, Java, XML, XSL, HTML, NUnit, Resharper, Cruise Control, JavaScript and SharePoint.

**LogicaCMG, Senior Software Developer/ Business Analyst (Defence and Government)**

*Oct 2000 - Apr 2004*

*LCMG is an IT and management consultancy delivering, creating and implementing mission critical solutions for global blue-chip clients across all market sectors.*

* RIMNET - Team Lead - ASP/C#.NET/SOAP – Radiation Monitoring / Disaster Recovery System – PRINCE2 – DEFRA.
* JPIT - Team Lead/Architect - ASP.NET/Java/ C#.NET - MIS - PRINCE2 - Home Office.
* CAPRI - Team Lead - ASP/C#.NET - Management Information System - PRINCE2/RAD – DTI.
* IROSS - QA Manager/Developer - ASP/C#.NET - Military logistics system - PRINCE2 – MOD.
* COMPASS - System Analyst/Architect - ASP.NET/C#/Java/Oracle/Ilog JRules – case management system – DSDM - Crown Prosecution Service.
* UKMSCS MT - Developer - C++/Oracle/Ilog Solver – Military network planning suite - PRINCE2/RUP - MOD.
* Envisat speval - Developer - Fortran/C++/Java/Oracle/DCL – Flight dynamics - PRINCE2 - European Space Agency.
* Eutelsat - Developer - Fortran/C++/Java/Oracle/DCL/UNIX - Satcoms - RUP - European Satellite Operator.

**PROFESSIONAL QUALIFICATIONS**

Amazon Web Services (AWS) Certified Solutions Architect - Associate

TOGAF® Certified (Levels 1 & 2)

MuleSoft Certified Developer - API Design Associate (RAML 1.0)

Salesforce Certified Application Architect (Licence No: 4675)

Salesforce Certified Sharing and Visibility Designer (Licence No: 18253223)

Salesforce Certified Data Architecture & Management Designer (Licence No: 18240767)

Salesforce Certified Marketing Cloud Email Specialist (Licence No: 18169659)

Salesforce Certified Pardot Marketing Cloud Specialist (Licence No: 17362403)

Salesforce Certified Platform Developer II (Cert No. 18179209)

Salesforce Certified Platform Developer I (Cert No. 16657705)

Salesforce Certified Service Cloud Consultant (CON 201 - Licence No: 1912841)

Salesforce Certified Sales Cloud Consultant (CON 201 - Licence No: 1902756)

Salesforce Certified Community Cloud Consultant (Licence No: 18189175)

Salesforce Certified Force.com Developer (DEV 401 - Licence No: 540663)

Salesforce Certified Advanced Administrator (ADM 301 - Licence No: 1915303)

Salesforce Certified Force.com Administrator (ADM 201 - Licence No: 577192)

Salesforce Certified Platform App Builder (licence no 16661855)

Salesforce Lightning Component Framework Specialist (Trailhead )

Salesforce Advanced Apex Specialist (Trailhead)

Salesforce Einstein Analytics and Discovery Insights Specialist (Trailhead)

Salesforce Einstein Analytics Data Preparation Specialist (Trailhead)

Salesforce Lightning Experience Specialist (Trailhead)

Salesforce Lightning Experience Reports and Dashboard Specialist (Trailhead)

Salesforce Service Cloud Specialist (Trailhead)

Salesforce Lightning Rollout Specialist (Trailhead)

Salesforce Data Integration Specialist (Trailhead)

Salesforce Process Automation Specialist (Trailhead)

Salesforce Security Specialist (Trailhead)

Salesforce Apex Specialist (Trailhead)

Salesforce Business Administration Specialist (Trailhead)

Salesforce App Customization Specialist (Trailhead)

Certified Scrum Master

Certified PRINCE2 PM

Military Training Qualification 1 & 2 (East Midlands Officer Training Corps / 3 DWR)

BCS Certification (Part 1)

##### EDUCATION

**University of Kent**, *1999-2000*

MSc Computer Science; classified distinction

**University of Leicester,** *1996-1999*

BSc (hons) Mathematics; 2.1 (including electives in Psychology and Economics)

**Bishop Stopford CE School,** *1988-1995*

A-levels: Mathematics, Physics, Economics, Chemistry and General Studies

**SKILLS PROFILE**

|  |  |
| --- | --- |
| **Industries** | Asset management, Insurance, wealth management, e-commerce, banking, consumer lending, event management, rating services, media, publishing, travel, FMCG / retail, CRM, aerospace, legal, criminal justice, defence, central government, space, satellite communications, logistics, transport, carbon management, field service, data protection and security, not for profit, membership |
| **Functional Areas** | CRM, ERP, KCS, Content Management, Field Sales, SEO, Affiliate Marketing, Web Analytics, Customer Insight, Business Intelligence, Data Warehousing, E-Marketing, Business Intelligence, Campaign Management, Business Workflow, EDMS, ETL, Networking, Communications, Flight Dynamics, Logistics, Stock Control, Product licensing, Digital Campaigns, Intranets, Payments, Deferred revenue, Machine Learning |
| **Methodologies** | SCRUM, Kanban, BDD, PRINCE2, ITIL V3, Lean, Scaled Agile, MVC, OCM, Object Oriented Analysis & Design (OOAD), Object Oriented Programming (OOP), Rapid Application Development (RAD), Agile & Extreme Programming (XP), Microsoft Solutions Framework (MSF), Rational Unified Process (RUP), Object Role Modeling (ORM) Unified Modeling Language (UML), Gang of Four, DSDM, RAD, Gitflow |
| **Content Management** | Sitecore, Drupal, Lightning Communities, EventsForce, WordPress, MarkLogic Server, Microsoft CMS, Ektron CMS, Movable Type, EasySite CMS, Meridio, Rhythmix, TOWER, SharePoint Portal Server, Alfresco, Basecamp, LifeRay, Wordpress, Crownpeak |
| **Application Packages** | Pardot, Exact Target / Marketing Cloud, Eloqua, Hubspot, EventsForce, Microsoft CRM 3.0 / 4.0, Salesforce, Cronacle, Ilog Rules Studio, PostMan, Mediabox-PA, Mail chimp, Metalogix WMM, Service-now, Jitterbit, UPMX |
| **Programming Techniques** | Client/Server, Real Time, N-Tier, Web Services, REST, SOA, SEO, CSS, COM/COM+, DCOM, DNA, EDI, ISAPI/NSAPI, Swagger, SOAP, pair programming |
| **Application Development & Dev Ops** | Salesforce DX, Force.com IDE, Jenkins, Git, Gitlab, Team Foundation, Microsoft Visual Studio Team Suite, Visio for Enterprise Architects, NUnit, Macromedia Flash MX, Delphi, JBuilder, LOG4NET, Test Director, Quality Centre, Cruise control, Resharper, NANT, Visual SourceSafe, VS Code, PVCS, Eclipse, Subversion, XCode, Unfuddle, JIRA, Trello, |
| **Programming Languages** | Apex, Visualforce, SAQL,SOQL, SOSL, Python, JavaScript , PowerShell, C / C++, C#, VB.NET, ASP/ASP.NET, VBscript / VB6, Node.js, HTML5, WML, XML, XSL/XSLT, PL/SQL, SQL, SAS, Java, Perl, FORTRAN, Pascal, Delphi, PHP, TCL, Prolog, Ilog JRules BML, XPath, XQuery, AMPScript, YAML, RAML, Typescript |
| **Data Integration Tools** | Dell Boomi, Informatica Cloud, MuleSoft / Anypoint Studio, SQL Server, Access, Oracle, Nucleus, MySQL, TOAD, SQL\*Plus, ODBC, JDBC, ADO.NET, DTS, SSIS, MS Analysis Services, MS SQL Reporting, Scribe Insight, DBAmp, Zapier, Metalogix, Apex Data loader, Talend Open Studio, Pervasive. |
| **Test Automation** | NUnit, Selenium Webdriver / GRID, SOAP UI, Cucumber, Apex Webservice Testing, SOAP UI |
| **Ad Servers** | Adtech, Google Adwords, Doubleclick / DART, Yahoo / Overture, Microsoft Adcentre |
| **Analytics** | Einstein Analytics / Wave, Tradedoubler, Google analytics, Hitbox, Webtrends / Smart source, Maxymiser, Google webmaster tools, Yahoo web analytics, Sawmill, Optify |
| **Information architecture** | Site audits, storyboarding, user stories and scenario modelling, business process flows, use cases, swim lane process maps, site mapping and taxonomy, detailed wireframe prototyping, domain driven development |
| **Desktop Tools** | Microsoft Office (inc. advanced Visio, Excel and PowerPoint), Lotus Notes, Open Office, Novell GroupWise, Google docs/sites, Omnigraffle, Keynote |
| **Networking** | TCP/IP, TELNET, MS Virtual Server, WAN Sync, BigIP, Geo-location, FTP, DCL, Shell Scripts, IIS, WMI Discovery, AWS Route 53 |
| **Platforms** | Amazon Web Services, Windows (All versions), MAC OSX, Linux, Unix, Ubuntu, DOS, Tru 64 UNIX, CITRIX, VMS, DEC/Alpha, HP, KSH, VMWare, MS Virtual Server, Heroku |
| **VOIP / Telephony** | New Voice Media, Interactive Intelligence, PrarieFyre, Jabber, Lync, Avaya, Skype |
| **Payment Solutions** | Worldpay, Payonomy, Asperato, PayPal, PT-X |