

Daniel O. Woolcott

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EDUCATION

BIRKBECK, UNIVERSITY OF LONDON | London, UK

September 2019 – August 2020

Master of Science (MSc) (Distinction), Data Science

- ▶ Machine learning thesis for identifying if a call is on hold in real time, using audio scraping and combined CNN & LSTM
- ▶ Additional projects:
 - ▶ Python & Keras implementation of custom optimizer (“WAME”) from mathematical specification in academic paper
 - ▶ Neural network intrusion detection system for impersonation attacks on Wi-Fi

UNIVERSITY OF CAMBRIDGE | Cambridge, UK

October 2010 – June 2013

Master of Arts (MA), Awarded 2017

Bachelor of Arts (BA (Hons)) (2:1), History

- ▶ Full Blue Award 2012 & 2013 for sporting excellence; Hawks’ Trust Award; Girton College Sports Award
- ▶ Cambridge University Swimming and Water Polo Club President, 2012-13
- ▶ Volunteer at Orbis UK, 2012; Research Assistant for University of Westminster Learning Disability Access, 2011

PROFESSIONAL EXPERIENCE

EVERSFIELD CONSULTANTS LTD | London, UK

December 2017 - Present

Consulting, software, and analytics services provider to commercial and government real estate owners and operators

Product & Analytics Director

- ▶ Promoted to Director following successful launch of lifecycle software system, overseeing all software and analytics services provided by Eversfield. This included team management, product management and customer success.
- ▶ **Team Management:** Managed a team of 7 in-house staff and an off-shore development team in delivering all software and analytics projects, achieving a team retention rate of 100%.
- ▶ **Commercial Excellence:** Owned pipeline development, RFP responses and customer proposals, sales pitches/demos, and contracting, achieving year-on-year revenue growth of 17%.
- ▶ **Product Innovation:** Extended software and business capabilities with a focus on analytics, resulting in new service offerings, increased productivity, lowered service delivery costs by 45%, and increased output reliability. New services added including embedded analytics consulting to provide permanent analytical consulting capabilities to client teams.
- ▶ **Client Management:** Liaised with all clients using lifecycle service, responding to feedback. Agile development to incorporate feedback into product development and deliver improvements for next sales cycle, securing new and repeat contracts. Development focus on decreased deployment time, reducing tender notice time and ensuring faster turnaround to avoid contractual penalties for end-clients.

Product & Analytics Manager

- ▶ Designed and managed development of the Eversfield Survey & Lifecycle system, creating an end-to-end service solution for on-site data collection, comprehensive costing, and composition analysis. Responsible for managing development team, liaising with clients, managing databases, and running analytics.
- ▶ **Database Management:** Product creation based on relational-database structures, enabling analytics, data QA, increased reliability and client access to live management database.
- ▶ **Data Analytics:** Authored process pipelines using Python for project rollout based on scraping and standardizing unstructured project data, format conversion, configuration of database, export to hand-held platform, onsite population, QA, synthesis of qualitative feedback, analytics and delivery.
- ▶ **Agile Methodology:** Ensured agile, iterated development to deliver production-ready tools in response to existing business needs, and to facilitate meeting new business streams with minimal delay on constrained budget, therefore easing budget restraints by generating new revenue to offset remaining costs.
- ▶ **Product Prototyping:** Expedited development cycle through ability to personally, rapidly prototype features and products, facilitating development and client meetings where attendees could be shown rather than told. Resulted in timely delivery of product with additional features and excellent initial utilization.
- ▶ **Client Reporting:** Responsible for development of client-facing analytics tool, adopting Tableau for BI interfaces that facilitated client-led interactions with reports, synthesizing quantitative and qualitative data, underpinned with capabilities of Python & SQL.

- **Offshore Development:** Managed offshore development team for production of software, introducing development budget and timeline, with version 1 delivered on time and 20% under budget.

CAMBRIDGE EDUCATION & DEVELOPMENT TRUST | Cambridge, UK

August 2013 - December 2017

Trust (formerly known as CMEDT) based at Trinity College, focused providing education tools across the developing world

Programme Manager | Project Board, Cambridge Accessible Tests (CATs)

- Selected by Trust's director to sit on the CATs board (a Trust division focused on English literacy software). Responsible for overseeing day-to-day operations, finances, and delivery for the CATs portfolio, reporting to the Trust's Head of Programme.
- **Executive Presence:** Led sales presentations and subsequent business reviews with executive stakeholders, including the Director General of the Malaysian Ministry of Higher Education, securing state uptake in Malaysia and renewed funding at £1.5M p/a.
- **Training & Enablement:** Developed and delivered product training and train-the-trainer sessions across 20 sites and 6 different countries, enabling over 7k+ users in an aggressive 6-week timeline.
- **Financial & Data Modelling:** Developed robust financial model highlighting CATs growth potential, with core contribution to business plan, resulting in more than £3 million in angel investment.
- **Data Visualization:** Owned rollout of an integrated BI tool through concept, requirement gathering, development and deployment, enabling clients to monitor uptake and outcomes, and increasing system utilization by up to 65%.
- **Partner Management:** Managed relationships with academic and commercial partners and resellers, including contracting, white-labelling, and outsourced delivery, expanding the CATs presence to India, the United States, Peru, Malaysia, Brazil and Pakistan.

Project Manager, Accessible Numeracy Tests (ANTs)

- Managed the development and launch of ANTs, the Trust's numeracy software product, including market research, client relationship, project/resource management, and service/technical delivery.
- **Product Strategy:** Partnered with academic, government, and developing market experts in developing ANTs product, resulting in standard-setting template for all Trust academic programmes.
- **Product Roadmaps:** Developed a comprehensive 1, 3, and 5 year product roadmap, subsequently adapted and used by other groups in the space.
- **Resource Management:** Supervised a team of 4 client analysts in delivering the project, satisfying all project objectives and deadlines, and meeting budget requirements and coming in at 50% of the cost of comparable Trust initiatives.
- **Cross-Functional Leadership:** Partnered with Engineering and Sales to drive innovation based on client/market needs, including R&D enhancement project resulting in expansion into a profitable new market and new annual revenue of £200k.

SKILLS

- **Programming** – Python, SQL, R, MATLAB, HTML, CSS
- **Business Intelligence (BI)** – Certified Tableau Desktop Specialist, Yellowfin, Power BI
- **Lean Six Sigma Green Belt**
- **Other Tools** – Alteryx, Jira, Microsoft Office Suite, MS Project, MS SharePoint, Google Suite and FileMaker

INTERESTS

- **Sports** – Swimming, Cycling, Triathlon (Ironman UK 2018, Olympic distance Top 50 age-group UK 2018), and Water Polo
- **Avid Traveller & Travel Website Author** – Visited over 70 countries and contributor to a soon to be launched travel portal called 'Float My Boat,' providing helpful tips, best practice, and ideas to other travellers.