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Having being involved in software delivery for over 12 years, I gain great satisfaction in having worked on a diversity of projects, covering both 'hands-on' roles such as Product Owner and Business Analyst, as well as consulting and coaching on iterative (agile) delivery approaches.

My engagements are always conducted in a transparent and open manner, taking pride in delivering high quality results. I place a strong emphasis on ethics, ensuring any engagement is cost effective for the client and supports their strategic direction.

In short, I aim to get the job done, to an excellent standard, whilst ideally injecting some fun and passion in the process.

Testimonials

What I Provide

Product Management
- o Directly owning and delivering products on behalf of the client (Product Owner/Manager)
- o Product portfolio strategy and definition in-line with the clients strategic goals
- o Roadmapping and early benefit recognition with appropriate minimum viable product (MVP)
- o Identification, training and coaching of Product Owners/Managers

Analysis, User Experience, and Content
- o End-to-end analysis including business, systems, and data (Business Analyst)
- o User research and design based to Government Digital Standards (GDS)
- o Content design and iterative revision scoped to specific user needs
- o Coaching on analysis and user experience

Iterative Delivery (Agile, Lean, User Driven Design)
- o Directly leading and coaching delivery teams (Scrum Master)
- o Introduction of iterative delivery including Scrum and Kanban frameworks
- o Practioner training course on core principles (Agile, Lean and User Driven Design)
- o Embedding understanding and acceptance throughout all levels of an organisation

Most Proud Of

Product Manager of HMRC's Digital Tariff Team

Strategic design and delivery of multiple services responsible for ensuring that traders can determine their commodity code for importing or exporting with the UK
- User research, design and technical implementation in-line with Government Digital Standards, successfully passing Discovery, Alpha and Private Beta checkpoints
- Based upon user research, challenged existing technical recommendation, proposing an alternative solution which was accepted, saving over £2.5M of public spending

Delivery of an automated Dynamics CRM task management for Medical Protection Society

End-to-end analysis including functional system design of an automated system capable of tracking, updating and responding in support of a departments business process
- MVP user satisfaction rated 8/10 on Day 1
- Increased user satisfaction to 9/10 by Day 5 due to incremental improvements
- Recognised by client's Executive Board as an "outstanding" delivery

Design of security support processes for London 2012 Olympics and Paralympic Games

Design of critical support processes for Rapiscan Systems Ltd, with 2 hour emergency response for critical security equipment.
- Zero contractual failures due to robust support processes
- Considered "flawless" support by end client (LOCOG)

Experience

Ongoing

Equal Experts (North) - Various Locations UK Wide
Product and Analysis Expertise

Ongoing consultancy services to Equal Experts including
- Product definition of CRM for associates including vision board and high level user journeys
- Review and design of Product associate skills interview for EE
- Vetting of potential new Product Owner and Business Analyst associates for the EE network

Jul 2019 - Jan 2020

HMRC Data & Analytics - Manchester, Lancashire (consulting with Equal Experts North)
Agile Coaching / Business Analysis

Consultancy to the D&A Front Door team to provide team ways of working and process improvements
- Initially unmotivated team, with time consuming processes and disparate toolset usage
- Implemented extensive team empowerment approach, including two weekly retrospectives, focused standups, team socialising and training plans
- Redesign of impacting process, utilising kanban pull system in Jira. Resulting flow reduced visual noise of 500 "active" issues, to a true representation of a rolling 40 approx issues per day
- Knowledgebase including desk aids and performance metrics implemented in Confluence

May 2019 - Jul 2019

Lowell Financial Group - Leeds, West Yorkshire (consulting with Brillio)
Agile Coaching - Scrum Adoption

Fixed short term contract, embedding and refining Scrum delivery framework
- Rapid assessment of current issues, covering both technical framework adoption and acceptance of agile principles
- Design of approach for disparate teams located in the UK and India, based upon Scrum with Kanban approach, utilising two weekly sprints and Kanban empirical metrics

Mar 2018 - Feb 2019

HMRC - Shipley, West Yorkshire (consulting with Equal Experts North)
Product Manager / Content / User Experience

Product Manager for HMRC Digital Tariff Team (See *Most Proud Of*)
- Strategic product definition and roadmapping of multiple linked digital services, including
  - Restructure and content update for GOV.UK guidance to enable user self-service
  - Usability enhancements to digital UK Trade Tariff commodity code service
  - Delivery of a new application service to obtain a legal commodity code ruling
- Full end-to-end user journey experience enhanced with iterative user research
- Working with an experienced multi-disciplined team utilising an adapted scrum framework

May 2016 - Feb 2018

HMRC - Shipley, West Yorkshire (consulting with Equal Experts North)
Product Manager / Iterative Delivery Coaching

Inception to MVP delivery of an estate-wide strategic high security file transfer service, with external digital web service for public users to exchange files with HMRC - Secure Data Exchange Service (SDES)
- Challenged initial technical strategy of immediate API deployment following extensive user research showed that external users were not ready to adopt this technology
- Implemented a new long term strategy, with short term file secure file transfer function (utilising Amazon Web Services) and longer term 5 year API transition
- Successful passing of Discovery, Alpha and Private Beta GDS checkpoints
- Private beta implementation successfully transferred existing user base, with transfers of 737 confidential files for 23.7 million records within 3 days
- Repeated delivery of iterative delivery training course to various HMRC stakeholders, resulting in greater understanding and effective working with delivery teams

Apr 2015 - May 2016

International Personal Finance - Leeds West Yorkshire / Eastern Europe (direct engagement)
Analysis & Design / User Experience / Iterative Delivery Coaching (Scrum)

Engaged to deliver analytic services in addition to agile consultancy. IPF are a leading provider of home credit and digital loans, operating across 12 European countries and Mexico.
- User research and UI design for a financial android based application, to be utilised by users in the field at customers addresses. Additional analysis of interfaces to existing systems
- End-to-end analysis within an international multi-disciplined team to deliver a call centre CRM system. Included user research across 4 countries and user experience mapping
- On-site coaching and mentoring during client adoption of Scrum. Specific focus was training and supporting the client's Product Owner
- Research, viability assessment, and implementation of collaboration tools including Confluence and JIRA to better support international remote collaboration

Jan 2015 - Apr 2015		**Lowell Financial Group - Leeds, West Yorkshire (direct engagement)** *Analysis & Design / User Experience*

Fixed term engagement for a leading provider of credit management services specialising in debt recovery.
- Analysis on customer scoring, address matching and single customer view based on customer and credit agency data, with delivery based on Scrum methodology in two weekly sprints
- User research with Experian, focusing on conversion from weekly to daily data feeds

Nov 2013 - Jan 2015		**Medical Protection Society - Leeds, West Yorkshire** *Analysis & Design / User Experience / Iterative Delivery Coaching*

MPS is a leading protection organisation for doctors, dentists and healthcare professionals.
- End-to-end analysis and delivery of automated task management system for pilot Claims Management team (see *Most Proud of*)
- Adapted Kanban delivery releasing in initially in weekly deployment cycles, moving to twice per week following MVP delivery
- Analysis and design of Membership Digital platform, covering customer application, quotation, self-service and online account management
- Advise on best practice of Microsoft Dynamics CRM 2013 and 2015, including providing functional prototypes, customisation and workflows

Jul 2007 - Nov 2013		**Rapiscan Systems Ltd - Redhill, Surrey** *Product Owner/ Analysis & Design / User Experience*

Rapiscan Systems Limited is a leading global security equipment manufacturer.

Key Areas
- Analysis and product delivery for implementation of Microsoft Dynamics CRM 2011 for field and office service operations, covering Europe, Middle East and Africa
- User research and prototype design for field UI overlay for CRM. Included customised layout, off-line capabilities, and hardware evaluation
- Analysis and design to provide support in the London 2012 Olympic Games covering call handling processes, and integration with external Call Centres (see *Most Proud of*)

Industry Experience

Government
- Security Clearance and Protocols
- Government Digital Standards
- Public content and communications
- Inter-departmental stakeholders

Financial
- Applications
- Account Management
- Personal Finance and Scoring
- Credit Bureau
- Regulatory Compliance

Legal
- Caseflow and Management
- Membership Services
- Data Protection
- Medical / Dental Indemnity
- Regulatory Compliance

Atlassian Confluence / Jira
- Functional Consultant Skillset
- Guidance on design and best practice
- Direct configuration / customisation
- Administration & User Management

Digital & Web Services/UI
- Online application and decisions
- Self-service Account Management
- Paper-light / Paperless Solutions
- User Experience / Prototypes

Customer Service Experience
- Call Centre Handling (inc. telephony)
- Case / Incident Management
- Complaints and Enquiry Handling
- Billing and Fulfilment

Training and Qualifications

- Professional Scrum with Kanban (PSK)
- BCS International Diploma in Business Analysis (ISEB)
  - *Business Analysis Practice / Requirements Engineering / Business Process Modelling*
- Microsoft Dynamics CRM: Overview, Customisations and Workflows, Service Management
- Atlassian Confluence and JIRA: Administrator