Kristan **Bullett**

DIGITAL INNOVATION · TECHNOLOGY EVANGELIST

York, United Kingdom

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"Energetic & confident executive with extensive experience in senior technical and strategic leadership positions. Concentrating heavily for nearly 20 years in the Media & Entertainment space, specifically working with IP based VOD technologies delivering multi-million dollar projects across multiple countries. Broad understanding of metadata management and optimisation with a proven track record of successfully leveraging and implementing transformative solutions. Excellent client manner bridging the gap between business and technical stakeholders. Focussed on creating an exceptional work ethic at all levels in teams, and identifying and exploiting individuals' strengths."

Experience

Piksel   *York & London, UK and international*
MANAGING DIRECTOR   *Mar. 2018 - present*

As part of the Piksel executive team, and co-Managing Director, taking responsibility for the Media & Entertainment vertical. Particular focus is placed on defining the commercial strategy and product market, managing partnerships, reducing operational costs, transforming team culture and driving growth with product revenue growing >400% since 2017.

- P&L responsibility with particular focus on taking a data driven approach to understanding Piksel as a business
- Introduced and enforced Salesforce to enable clear understanding of Lead, Prospect and Opportunities and Pipeline
- Established JIRA as a tool to manage improvement activities across sales and marketing and customer success
- Restructured sales and marketing to half overall budget whilst ensuring the activity throughput becomes tracked, focussed and effective output is increased
- Shifted event focus from low-engagement, high-cost sponsored marketing events to relevant event attendance with active contributions including panel talks, presentations and industry body contributions
- Halved sales and marketing costs whilst increasing tracked sales pipeline by 100% in a 12 month period

Piksel   *York & London, UK*
HEAD OF SOLUTIONS   *Mar. 2017 - present*

As Head of Solutions, responsible for all pre-sales and post-sales engagements globally for Piksel SaaS Product(s), along with being part of the Piksel executive team. Hybrid role which provides thought leadership, evangelism, organisational change and continual improvement philosophies both internally and externally.

- Leading commercial and technical pre-sales go to market strategies and service offerings for Piksel SaaS Product(s)
- Owned the technical due diligence for key M&A activities
- Drove organisational and technical transformation by establishing companywide technical guilds, architectural forums, weekly lightning talks and regular lunch and learn activities
- Continued and active responsibility for growing multi-$mm customers including Liberty Global, Discovery Communications, Channel 4, AT&T, A+E Networks, Sky, OSN and beIN Sports with demonstrable increase in average customer value and decrease in customer churn
- Led operational restructure to merge disparate delivery functions into a single cohesive unit for customer success across technical, commercial, implementation and service delivery

Piksel   *York & London, UK*
HEAD OF ARCHITECTURE   *Aug. 2013 - Mar. 2017*

As Group Head of Architecture for Piksel, reporting directly to the CTO and COO (split) with responsibility for technical leadership across both professional services and the commercial organisation. Involves leading a team of 20+ Technical and Solution Architects globally.

- Improved staff retention & motivation through mix of activities including, re-writing job descriptions, clearly articulating career paths and enforcing regular employee one on ones
- Led mentoring and career progression program
- Improved customer satisfaction through establishing customer satisfaction surveys and subsequent improvement initiatives based on feedback
- Creation of a unified and global Professional Service organisation
- Established a culture of knowledge sharing and nurturing a culture of ideas & innovation through execution of innovation workshops across all offices
- Defined and set technical direction (tooling, languages, frameworks)
- Ensuring a set of Agile processes are introduced across all projects
- Representing Piksel at various industry events including IBC, CES, NAB and TV Connect

KIT Digital   *London, UK; San Diego, US*

VP Architecture, Senior Technical Architect   *Apr. 2011 - Aug. 2013*

Extensive time spent taking technical responsibility for client deliveries for customers such as Liberty Global, UPC, The Discovery Channel, Telenet, UnityMedia, AT&T, Sky, BBC, Channel 4, StarHUB, BAA Systems and IMS Healthcare.

ioko   *York & London, UK; San Diego, US*

Senior Technical Architect, Technical Architect, Technical Lead, Senior Developer   *Aug. 2000 - Apr. 2011*

ioko are a start-up specialising in bespoke software development, managed services and system integrations.

Projects

Horizon TV Online   *Amsterdam, Netherlands*

End to End Architect   *Oct. 2010 - Nov. 2013*

- Leading all technical aspects of Horizon TV, Liberty Global's global OTT platform, as Lead End to End Architect. Complete green field engagement across a multi-phased delivery.
- Responsibilities included Requirements Analysis, Domain Modelling, extensive System Integration, Fault Tolerance, Distributed Architecture, Software Automation, Vendor Management, Infrastructure Architecture, Agile Project Delivery, Technology selection and definition, management of 20+ delivery team, extensive pan-European travel.

AT&T U-Verse Online   *San Antonio & Dallas, US*

Senior Architect   *Jun. 2007 - Oct 2010*

- As a Senior Technical Architect, sharing responsibility for end to end deliver of the U-Verse online program. This program is part of AT&T's strategy to make popular U-Verse content available to consumers across multiple screens, including the TV, PC and mobile devices. Involving extensive system integration to customer platforms, databases, 3rd party payment servers, STB integration and integration with the likes of CBS, Hulu and MTV for content acquisition.
- Key Skills included Java, Spring, Spring MVC, Hibernate, Sonar, Eclipse, Crucible, JIRA, Greenhopper, REST, SOAP, JavaScript, CSS, Freemarker, Interwoven TeamSite, Architecture, Technical Leadership, Requirements Capture, Technical Strategy, Extensive international client facing experience.

Sky by Broadband (now Sky Go / Now TV)   *London, UK*

Technical Lead   *Jun. 2007 - Oct 2010*

- Sky by Broadband (now Sky Go / Now TV) is BSkyB's flagship OTT platform, providing integrated OTT to BSkyB's 10 million customers. Kristan lead the delivery of all Client applciations and contributed heavily to the server aspects of the architecture.
- Key Skills included Flash, C#, Java, System Integration, Technology Selection, Requirements Analysis, Team Leadership, Extensive customer facing relationships.

Skills

Business	Product Management, Technical Pre-Sales, Product Strategy, Business Analysis, Technical Leadership
Technologies	Microservice Architecture, SaaS, Cloud Architecture, System Integration, Scalability, Platform Automation, Performance Optimisation, Media (Encoding, Packaging, Protocols, Architectures), Distributed Systems
Programming	Java, Python, JavaScript, C, C++, RESTful Services, Databases (MongoDB, Oracle RDBMS, MySQL, PgSQL)

Honors & Awards

2015	**Best of Show (Piksel Voyage)**, TVBEurope	*IBC*
2014	**Innovation in Content Management (Piksel Video Platform)**, Broadcast Beat Awards	*IBC*
2012	**Best Technical Innovation (Horizon TV)**, Liberty Global	*LGI Tech Summit*
2012	**Innovation Award for Content Delivery (4oD on Xbox, Channel 4)**, IBC Innovation Award	*IBC*

Education

2000	**BSc (Hons) Information Systems Design (2:1)**, University of Central Lancashire	*Preston, UK*
1998	**HND Computing**, University of Central Lancashire	*Preston, UK*