

Education

2009 – 2012 **BSc Jt Hons Physics & Philosophy, University of Nottingham - (2:1)**

Relevant Work Experience

Ascend Health

Jun 2020 – Mar 2023

Strategy & Business Development

- Implemented strategic business plans for the development of the Ascend Health & Wellbeing analytics app, informed by the NHS Long Term Plan on health and wellbeing for workers.
- Worked with NHSX, NHS Trusts and subject matter experts to perform user research and identify requirements through interviews, questionnaires and group sessions.
- Implemented outreach to senior decision makers in NHS Innovation Trusts, demonstrating the advantages of our app with respect to competitors, with a specific focus on enabling a pilot programme to be carried out with patient data.
- Worked with technical and project lead to refine the specification after feedback from users and NHS Trusts, specifically insuring it met the strict data, safety, and security requirements, which were necessary to implement a pilot programme with NHS worker data.
- Created strong relationships with key decision makers in NHS Trusts and Healthcare companies.
- Created, reviewed and routinely audited business documents, and performed ad-hoc admin tasks as required.

Nexus Software

Sep 2013 – Dec 2019

Co-Founder, Strategy & Business Development

- Identified and successfully developed a business opportunity in the software licensing market.
- Designed the business model using lean start-up principles. Developed the strategy, business objectives and business processes.
- Extensively used internal analytics and external sources (Google Customer Insights & Trends, Industry Journals, Competitor Data) to inform strategy and decisions.
- Created strong relationships with key decision makers in our clients, which resulted in an ARR of 15% of the total revenues.
- Developed and completed a campaign of identifying and directly contacting relevant businesses, which successfully increased the number of clients and led to a rise in revenue of 30%, and gross sales of £350k within three years.
- Created financial management reports that provided an overview of key metrics, such as sales, costs, gross profit, customer segment distribution and so on.
- Created and maintained excel spreadsheet with key business information and used VBA to automate tasks such as downloading information from supplier APIs.
- Reviewed and routinely audited financial statements and plans, and dispersed funds accordingly.

Key Technical Skills

- **Excel:** Functions, Complex Formulas, Logical Operators, Excel Solver, Macros, VBA, Advanced Visualisation.
 - Built data models critical to business processes. Wrote VBA code that interfaced with the API of suppliers and integrated their data into the business model. Used Excel Solver to model various profit and pricing scenarios. Automated repetitive tasks using macros and VBA.
- **MS Office:** Expert user of all common office applications, including Word, Excel, Outlook and others.
- **Python:** Used analytical libraries such as sci-kit learn, Pandas, NumPy and SciPy to analyse customer datasets, including using the LightGBM framework to gain insights into customer transaction trends. I can also apply my Python scripting skillset to Excel, given the availability of the correct version.

References on Request