

PAUL EDWARDS

▪ 16 Southfield Road ▪ Kent ▪ TN4 9UL ▪ 07970 721 517 ▪ edwards.pauld@gmail.com ▪
▪ uk.linkedin.com/in/pauldedwards/ ▪ <https://pauldedwards.github.io>

An experienced Senior Product Leader and expert in driving digital transformation in blue-chip organisations.

Extensive experience of owning the complete product development process from strategy through to concept and delivery. Leading and coaching distributed development teams to high levels of productivity through applied knowledge of agile processes. Demonstrable track record in identifying the right technology and resources to meet the business's goals and of managing people, teams and suppliers to deliver successful outcomes.

Key Achievements

- Transformation of the ITV Airtime Sales Programme. Managing changes to product strategy and delivery processes towards a continuous delivery and agile way of working to bring a £25m programme back under control.
- Created the digital strategy for the delivery of BT Sport's web, mobile and streaming capabilities and managed the successful launch in 8 months.
- Led the 2-year programme delivering the BAFTA award winning set of digital products for the London 2012 Paralympic Games including web, mobile and streaming infrastructure.

CAREER HISTORY

Oct 2015 – Present / Digital Product Delivery Consultant / Equal Experts

Part of the leadership team at Equal Experts providing digital transformation consultancy to clients. Other company responsibilities include final stage interviews, pre-sales, client liaison, mentoring and coaching.

- **ITV** (Feb 2020– Present) – Providing services as part of the programme of work to improve the ITV hub.
- **Inditex** (Oct 2019 – March 2020) – Delivering improvements to the logistics and software delivery capabilities.
- **Boston Consulting Group** (Mar 2019 – Present) Shaping the transformation strategy of multiple digital workstreams within BCG's internal application development groups. Advising senior partners and executives across multiple project streams in how to set-up the organisation to deliver products successfully. Delivery of core B2B SAAS and IAAS platforms.
- **Lloyds Pharmacy (McKesson)** (Oct 2018 – Feb 2019) Managed a review into the organisation's ability to deliver an online repeat prescription service. Included detailed analysis of the underlying product delivery capability and ways of working and presented this back to the UK Board. Due diligence investigation into potential acquisition of an early stage start-up.
- **ITV** (Mar 2017 – Oct 2018) Leading a recovery of the Airtime Sales Technology modernisation programme. The project was on course for a £5m+ overspend and successful delivery was at risk. Through re-engineering of the solution and the processes around continuous delivery and product development this was brought under control and ultimately a successful outcome.
- **Springer-Nature** (May 2016 – Feb 2017) Ensured the successful delivery of multiple work-streams involved in merging MacMillan and Springer onto new digital platforms including SAP CRM and Hybris.
- **Amex** (Oct 2015 - June -2016) Supported the client teams in transforming their delivery practices using modern development practices and product management techniques to reduce the time it takes to deliver business value to their customers.

Jul 2015 – Oct 2015 / Product Delivery Consultant (Contract) / Telegraph Media Group

- Led a focussed delivery team to deliver a platform for Telegraph Media Group's Apple News app in iOS 9. This platform was also used to deliver content to Google AMP and Facebook Instant Articles.

Oct 2014 – July 2015 / Director of Product and Technology / Seven League

- Advised clients through technical consultancy including supporting the development and implementation of new digital platforms such as social CRM integration and digital identity management.
- Technical scouting of early stage start-ups, looking for potential business partnerships and supporting the businesses through strategic and product development advice and matching them to possible opportunities among Seven League's client base of sporting organisations and teams.

Dec 2012 – Oct 2014 / Senior Product Manager / BT Sport

- Co-ordinated the communication of launch feature scope and customer benefits to the business and ensured they were clearly explained to senior stakeholders including board level reporting.
- Owned the delivery of the BT Sport website, live streaming, mobile apps (iOS and Android) and broadcast integration. The website launched with over 1 million page views per day, 250k unique viewers of premiership football on digital platforms and the app had been downloaded more than 3,000,000 times by October 2014.
- Led the successful product delivery by ensuring the various distributed multi-disciplinary teams collaborated through Scrum and Kanban processes. Management of teams across web, mobile and streaming/VoD.
- Chaired crisis management process in order to diagnose and fix issues during high-risk events. Co-ordinated technical, product management and PR/social resources.
- Provided insight into innovation that would benefit BT such as use of performance data and APIs, new platforms including Chromecast and new commercial opportunities such as digital ad insertion.
- Introduced process for obtaining customer feedback from social channels and customer services and feeding it into the product development process. Led to improved customer sentiment around product releases.

Apr 2008 – Dec 2012 / Programme Manager / Channel 4 Television

- Delivered Channel 4's product strategy for the BAFTA award winning online and multiplatform coverage of the London 2012 Paralympic Games which handled 2.3 million unique visits and 18.7 million page views over the period of the Games.
- Responsible for the end-to-end operations of the digital delivery for the coverage of the London 2012 Paralympics and managed the £5m+ budget over 3 years.
- Managed supplier selection and management of platform delivery. Worked with other teams to ensure that projects with online involvement were successful.
- Delivered live streaming capability for 2011 World Athletics Championships (300k streams) and Paralympics Games (1.3 million streams) on web, mobile (6 million page views) and satellite platforms.

Mar 2007 – April 2008 / Senior Project Manager / Hachette Filipacchi

- Owned the product development process and worked with online editorial teams to deliver websites for leading titles Elle, Red and Psychologies with a team of 6 developers.

May 2006 – March 2007 / Technical Project Manager / AKQA

- Managed delivery of projects for clients such as Dell, ITV, Sainsbury's and 19 Entertainment.

Jan 1998 – May 2006 / Head of Design and Technology / Complinet Ltd (Thomson Reuters)

- Responsible for the product design, development, testing and delivery of all online services for UK, US and Middle East markets. Recruited and managed a team of 14 developers and UX designers.
-

INTERESTS

Running, Youth football coach (FA Level 1), learning to code Python with my 9-year-old daughter

EDUCATION & TRAINING

2019 – Computing in Python
Python for data science

1996 – 1998 **Southampton University**
BSc (Hons) Biology with Oceanography (2nd class)

1987 – 1996 **Tiffin School for Boys, Kingston-Upon-Thames**