

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 expert in driving digital transformation and delivering digital and mobile products and strategy for sport, broadcast and media organisations.

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

Key Achievements

- Transformation of the ITV Airtime Sales Programme. Managing changes to delivery processes towards continuous delivery and agile ways of working to bring a £25m programme brought back on track.
- 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 digital platforms for the London 2012 Paralympic Games for which the team won a BAFTA for Digital Creativity.
- Head of Product for Complinet's suite of compliance products. Helping to grow a company of 3 people to over 200 and preparing for its eventual sale to Thomson Reuters.

CAREER HISTORY

Oct 2015 – Present / Product Delivery Consultant / Equal Experts

- **ITV** (March 2017 – Ongoing) Leading a recovery of the Airtime Sales Technology modernisation programme. The project was on course for a £1m overspend and to be delivered late but through re-engineering of the solution and the agile processes around delivery this would be brought under control.
- **Springer-Nature** – (May 2016 – Feb 2017) Ensured the successful product 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 has also been 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

- 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.
- Enabled successful product delivery by ensuring the various distributed multi-disciplinary teams collaborated through Scrum and Kanban processes.
- Co-ordinated the communication of launch feature scope and customer benefits to the business and ensured they were clearly explained to senior stakeholders.
- Chaired crisis management bridges 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.
- Reported on status and progress of Paralympics programme directly to the Senior Board of Channel 4 including the CEO and COO.
- 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 / Project/Product 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 / Complanet 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.

EDUCATION & TRAINING

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

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