

# Kevin Sedgley

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I'm an innovative, results-orientated software development manager seeking an interesting role, either within my speciality of social media, or another exciting field. As a departing Head of Technology, I've the experience of growing a development team from inception to a team of eight. I have a wealth of knowledge in handling growth, leading and developing the technology stack and team for an SME. At heart I'm a geek who loves the web, and enjoys creating teams with a zeal for building great software.

## Technologies

- Linux administration, particularly RHEL 5 / 6
- Apache 2
- Rackspace / OpenStack / AWS Cloud
- Digital Ocean droplets and APIs
- PHP 5.3+ / Zend Framework / Doctrine ORM / ImageMagick / APC
- APIs - RESTful: Facebook (Graph, FQL), Twitter, Google (YouTube, News, Auth, Google+, Maps), LinkedIn, Bitly, MS Azure, Streaming: Twitter and Facebook real time, OAuth 1/2 authentication, SSO - LDAP, SAML
- New Relic / Nagios system monitoring
- GIT, PHP Composer, SVN.
- MySQL database (master / slave / shards), Redis key store / caching, memcache.
- Node.js / Kue.
- Java
- JQuery / HTML5 / CSS3 / AngularJS.
- Phonegap / Apache Cordova for Android / IOS / Blackberry / Windows
- Unit testing with PHPUnit / JUnit, UI testing with Selenium.
- IDEs - Eclipse, XCode, Visual Studio and Sublime

## Experience

Head of Technology | Crowd Technologies | October 2009 - October 2014

My role encompassed a much wider spec than the title implies; I went from developer, to system architect, system monitoring, system admin, advising business pivots to the CEO undertaking and CTO duties during my five years developing CrowdControlHQ. It is now the UK's leading social risk and compliance platform, used by large public sector organisations, from police forces to utility providers and social media agencies. CrowdControlHQ is a finalist for Software Innovation of the Year in the Digital Entrepreneur Awards 2014.

- Grew product from 'back of beer mat' idea to full software suite, with an annual turnover of £2+ million.
- Clients include British Gas, Severn Trent, UK police forces, Welsh Water, Cadbury, and local authorities.
- Delivered cost savings through system efficiencies, reducing server spend by 40% over one quarter.
- Operated technology consistently within budget, and negotiated increases from the CEO and Board through bi-annual cost projections.
- Managed architectural growth from 1 server to 50+ servers, across three logical networks, growing during a 36 month period.
- Developed and grew team from two employees to a team of eight from 2012 - 2014.
- Reported to the Board with monthly progress reports, roadmaps and system overviews.
- Responsible for roadmap updates, ensuring clients and client services were kept up to date.

- Managed product development and maintenance using Agile methodologies (Scrum, variable length sprints), converting the company from a waterfall based development model in 2013.
- Reduced incoming data speeds from an average of over 15 minutes to under 30 seconds by architectural changes, sharding databases vertically and horizontally, and employing streaming technologies over a 9 month period. This led to increased customer retention and satisfaction by over 70%.
- With the team, created peer review, branching, code standard and release policies.
- Rapid feature release, near continuous integration, ensuring high customer and internal satisfaction.
- Oversaw test suite implementation, at unit, integration and user acceptance levels.
- Ensured security compliance, overseeing multiple independent penetration tests.
- Implemented risk management procedures and policies for development and internal IT usage.
- Went through two major system architecture changes to ensure future growth could be handled.
- Delegated tasks away to the wider team, and provided training and resources to train team members.
- Helped secure three rounds of investment over 4 years through Technology packs as part of the overall investor pack.
- Recruited developers and QA team, maintaining a low turnover rate (2 leaves from team of 8 in 3 years)
- Made contacts and built relationships in the social media space and local technology scenes.

#### Parliamentary Adviser | Parliamentary Office of Science and Technology | December 2013

Acted as expert consultant for parliament on Social Media and Big Data. My advise was used to form a white paper for POST, which forms a suite of work around Big Data that is distributed to all MPs. I am listed as an expert consultant on for Parliament for social media, and am regularly contacted to contribute to relevant white papers and select committees.

#### Product Lead | Outbounding.org | August 2013 - Ongoing

Outbounding.org is a link aggregator for the travel industry. It employs a technology stack provided by Inbound (SEOMoz and HubSpot). I am responsible for product development for internal tools and applications based on the Inbound API.

#### Lead Developer | Inormas Media | February 2009 - October 2009

Headed a team developing "Youmeo" - a large consumer website that aggregated social networks, as well as a number of client aggregation websites based on the same technology. I led a team of 4 to 6 developers and designers, using various technologies including PHP / Zend and various APIs, with a great focus on Facebook and Twitter APIs. We also launched Boost.tv – a large international streaming radio station and social network based in Miami.

#### Software Developer | PC Control Systems | December 2008 - January 2009

Developed a web-based EPS system using PHP, with the Zend framework. The system then interacts with ASP based web services, and to call an e-commerce shopping cart. The system was due to be deployed nationwide to branches of Tesco and Carphone Warehouse.

#### Web Developer | Practical Action | August 2007 - June 2008

Initially a 2 month contract supporting an online knowledge database, my position at Practical Action was extended to 10 months. My role was a general technical advisor and developer role for several projects:

- Rewrite of a legacy PHP package “OSCommerce” to enable new site features for online knowledge sharing project “Practical Answers” including SEO, AJAX usability features, improving accessibility
- Consultant role in the implementation of online donation software
- Design, development, and project management of an iPlayer-style video showcase website
- Installation and customising of Google Analytics software within existing CMS
- Geo-location project development using Google Earth KML

#### Software Developer | Topophilia | February 2005 - June 2007

Formed in late 2004 by myself and a business partner, Topophilia grew into a small business offering a range of IT services to SMEs across the country. This was my first foray into entrepreneurship and small business, generally jumping straight into the deep end – project management and the project lifecycle, software requirements, client consultation, planning and budgeting, legal and contracts, marketing, customer services and technical support. We developed bespoke websites, from “shop fronts” to database front ends to full online AJAX based applications using a series of technologies.

#### IT Support Technician | John Cleveland College | November 2004 - January 2005

I was employed as an IT support technician working in a team at John Cleveland College in Hinckley to provide network support to staff and students for the college, which had one of the largest academic networks in Leicestershire. I worked with RM Community 3 network administration tools during this time.

#### Methodology & Software Developer | Plymouth Marine Laboratory | August 2002 - September 2003

As part of my bachelor degree, I was required to complete an industrial placement. My position at PML was to create and support a database of Biomarker results used by research organisations across the EU. The database was also required to have a web front, for easy public access to the data. From this database, reasoned based statements are then used to predict changes in water quality from around the world. The software was developed using Java Servlets.

## Education

#### Business Enterprise | Coventry University | 2005

Modular course at Coventry University hosted by industry leaders on building and managing a small business.

#### Software Engineering B.Eng. | University of Wales, Aberystwyth | 2000 - 2004

Achieved a 2:1 around a largely Java and C focused course. My degree included a year in industry at Plymouth Marine Laboratory.

#### A Levels / GCSEs | Stoke Park School | 1992 - 1999

A Levels in Drama (B), Design & Technology (B) and Mathematics (C), 9 GCSEs.

## Other Achievements

- Brighton Marathon, Cotswold Classic Triathlon (2014)
- Appeared in The IT Crowd (2010)
- Several half marathons (2009)
- Sung opera at Glastonbury (2008)
- Longest paper round in Coventry (1996 ish)

## References

James Leavesley | CEO | Crowd Technologies

"I have worked with Kevin Sedgley for five years during which time he has been integral in getting CrowdControlHQ from software start-up (an idea and a few conversations) to the UK's leading social risk and compliance platform used by British Gas, Experian, Greater Manchester Police, Arriva and Barclays.

Kevin's role was Head of Technology, although the breadth of his role was far wider. He was responsible for facilitating and generating the ideas right through to the deployment of feature sets, planning the architecture, monitoring performance and ensure that we deliver on all of our SLA's. He has had to work closely with all areas of the business liaising with salesmen about new ideas, facilitating discussions with existing customers and ensuring that our client services team are able to communicate releases on-time.

Kevin's work ethic has been second to none, he is quick to get stuck-in and problem-solve no matter the time of day, weekend or workday. Kevin has juggled his time well and has always prioritised activity against the needs of the business. A part of Kevin's time was spent recruiting, coaching and developing young software engineers. Kevin was able to integrate them quickly into the team to ensure that they deliver for the business at the earliest possible stage.

I am genuinely sad to see Kevin leave, but understand that five years is a long time in the software industry, especially at an early stage start-up."

Alex Gociu | Senior Developer | Crowd Technologies

"Massive geek and a great character. When I joined the team, he was the only programmer and I was impressed with his broad knowledge of all the systems that made up our product. I am very grateful as I have learned a lot from him and he was always there to help making the best tech decisions.

But it's not his tech bit that I enjoyed the most. I loved his leadership style which encouraged us to take ownership of the product, share ideas and communicate with the QA team. Because our strategy was to focus on vertical markets, we constantly had to implement new features and in the same time we had to scale the system due to rapid increase in customers. Being under pressure to do things as quick as possible, somehow Kev managed to get us the necessary time and resources to find elegant solutions and write great code resulting in a software product that is easy to maintain and extend and that made us proud."

David Gibbs | Website Manager | Practical Action

"Kevin approaches each project with enthusiasm and creativity. He has excellent technical knowledge, and thrives on finding innovative solutions. He is prepared to go beyond the brief to achieve the best result."