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A natural **leader, motivator**, skilled Senior Manager and currently polishing hands-on full stack development skills, with substantial business understanding, strong leadership and **influencing skills** and a **proven track record of motivating, coaching and developing** others.

20 years experience in the digital industry, **Certified Professional Scrum Master (PSM I)**, **Certified AgilePM® Practitioner** and experienced in transforming development and delivery operations to facilitate **scaling**, improve **operational effectiveness** and supporting **methodology** and **process**, including **change management** providing a high level of business support.

My skills as a manager are combined with my hands-on experience as a developer, enabling me to support delivery from a boots-on-the-ground perspective regarding coding, architecture, scalability and deployment alongside regarding operational, process, strategy and methodology aspects.

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## Key Achievements

Certified Professional Scrum Master (PSM I) and Certified AgilePM® Practitioner.

Autoweb:

- Company operational assessment and recommendations for improvements required to scale the business
- Improved delivery operations; fewer deployments, kick off meetings, peer reviews, testing
- Introduced Certified Professional Scrum Master and Professional Scrum Product Owner
- Skills Matrix, staff assessment, gap analysis, identified training, career development and recruitment requirements
- Ongoing replacement of bespoke internal systems
- Unified Change Management process using JIRA, supporting Kanban and Scrum operations
- Recommendations and project progression for CMS solution; including discussions with SMEs
- Customer Support process definition
- Championing introduction of Continuous Improvement and Performance Improvement initiatives
- WordPress implementation replacing existing Autowebdesign.co.uk - providing short term CMS management
- Platform Migration initial design
- Initiative to address GDPR, ISO27001 and Cyber Essentials

Mamas & Papas:

- Central involvement in:
  - Hybris new web platform migration: content, features and functionality
  - Working with 3<sup>rd</sup> party on Mobile Application; user stories, wire-framing, test strategy, defect resolution and solution delivery
  - User Stories, wire-framing and requirements definition for a loyalty programme
- Performance optimisation of web pages and the application
- Business case for implementing Responsive Web Design. Higher mobile conversion rate of 0,9%.

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## Certifications & Courses

Certified Professional Scrum Master (PSM I)  
Certified AgilePM® Foundations and Practitioner

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## Key Skills

Motivator  
A/B Split Testing  
AgilePM® Practitioner  
Continuous Improvement  
SQL  
Natural Leader  
Javascript  
Application Architecture  
PHP  
Team Management  
CSS  
Usability  
Strategy  
Responsive Web Design  
3<sup>rd</sup> Party Management  
Great Communicator  
Website Performance Optimisation  
Process Control  
Agile Development  
HTML

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## Career History

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**Nov 2017 - present:** Freelance Full Stack Developer & Agile Transformation Consultant

I am currently working with 2 clients:

- Addressing a 'snags' list for a Laravel / CoasterCMS development, including some Masonry JS presentation and utilising Laravel 'Events' to introduce customised process
- Supporting introducing operational improvements to the clients software delivery undertaking in order to take advantage of more Agile Software Development activities and leverage tools and techniques to improve estimating, planning, team collaboration and follow a continuous improvement perspective

July 2017 - Oct 2017:	Head Of Delivery (Interim)	<a href="#">Autoweb Design</a>
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The company had grown over recent years and needed the process, ways of working and methodologies to support that growth.

I had two quite discrete undertakings:

- Assess the current operation and make recommendations on any improvements to ways of working
- Plan a platform migration

I performed an assessment of Company operations, delivered a report presenting my observations and recommendations for improvements.

A top line summary includes:

- Platform - short term fixes, medium term improvements and longer term migration
- Hosting - replace existing with something more appropriate and scalable
- Operations - ring fence resource, dev methodology, testing, standards and processes, company communications

Achievements:

- Improved delivery operations; fewer deployments, kick off meetings, peer reviews, testing
- Introduced Certified Professional Scrum Master and Professional Scrum Product Owner
- Skills Matrix, staff assessment, gap analysis, identified training, career development and recruitment requirements
- Ongoing replacement of bespoke internal systems
- Begun Unified Change Management process using JIRA, supporting Kanban and Scrum operations
- Recommendations and project progression for CMS solution; including discussions with SMEs
- Customer Support process definition
- Customer SLA's - to be agreed and ratified
- WordPress implementation replacing existing [Autowebdesign.co.uk](http://Autowebdesign.co.uk) - providing short term CMS management
- Championing introduction of Continuous Improvement and Performance Improvement initiatives
- Initiative to address GDPR, ISO27001 and Cyber Essentials

I also spent a large proportion of my time supporting day-to-day Web Design and Development operations.

Oct 2011 - March 2017:	Web Development Manager	<a href="#">Mamas &amp; Papas</a>
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Mamas & Papas is a UK based retailer and manufacturer and the UK's biggest nursery brand. With around 30 stores and a substantial online presence with revenues of around £140 million per annum.

Reporting into Head of Ecommerce. Part of the team creating and deploying digital strategies.

Key responsibilities:

- Managing a team of Web Designers and Web Developers
- Process control, change management, work prioritisation, task allocation and operations in support of business requirements; Project & BAU
- Technology, development, testing, release management/deployment, solution architecture
- Team appraisals, setting objectives and skills development, coaching/mentoring, results management
- People Leadership

Achievements:

- Hybris new web platform migration: Wire-framing, design, content, collateral, creative assets, managing the delivery of features and functionality
  - Daily Scrum/Update (conference call/WebEx) meeting with on-shore and off-shore teams to manage, prioritise and orchestrate task and resource allocation
  - Delivered architecture overview, user stories, summary overviews, wireframes, storyboards and worked closely with 3<sup>rd</sup> party service provider to ensure that requirements were fully comprehended
  - Raising and managing tickets in Jira: Backlog, Sprints & Projects
- Working with 3<sup>rd</sup> party managing the delivery of Mobile Application; including user stories, wire-framing and design, test strategy design and implementation, defect resolution and solution delivery
  - Weekly conference call / WebEx meeting with 3<sup>rd</sup> party team to manage, prioritise and orchestrate task and resource allocation
  - Delivered user stories, summary overviews, wireframes, storyboards and worked closely with 3<sup>rd</sup> party service provider to ensure that requirements were fully comprehended
  - Raising and managing tickets in BugZilla: Backlog, Sprints & Projects
- User Stories, wire-framing and requirements definition for loyalty programme and extended customer services
- Definition of short, medium and long term resource, operational and technology strategies
- Transformed a disengaged team that had no support process to an engaged and operationally effective Web Development and Design Team
- Delivered an effective Change Management mechanism and supporting processes; Agile style two week sprints and Jira for task management
- Migrated from expensive Adobe Scene 7 to Ampliance Digital Assets Management solution. This included migrating all content, features and functionality and introducing some new opportunities available the the Ampliance solution saving approximately £160K in the first 2 years
- Introduced an internal ElasticSearch implementation. Saving £3K per month
- Introduced online 'Click & Collect' functionality. Early adopter of Product List Page support – C&C now accounts for 20% of online sales
- Performance Optimisation:
  - Improving the caching mechanism to improve scalability
  - 'Application Profiling' and refactoring to improve performance
  - Implemented a distributed instance of Memcached to extend the caching, introducing further platform scalability
  - Architecture of a scheduled 'Cache Management' mechanism which introduced further platform scalability

Collaborated with a number of 3<sup>rd</sup> party suppliers:

- Images / Video: Digital Asset Management; Ampliance - CDN and 'Interactive Merchandising' content modules; interactive content

- Split / Multi-variant testing and continuous improvement: Qubit
- Customer product review and ratings: Bazaar Voice
- SEO & PPC: Forward3D
- Hybris Integration Partner: BORN
- Live Chat Providers: Investigating service providers and establishing M & P requirements

**Feb 2007 - Oct 2011:** Various Contract & Freelance roles - Details available on request

<b>Jan 2005 - Feb 2007</b>	Assistant Development Manager (Leeds & London)	Orange Home UK; Formerly Wanadoo UK / Freeserve
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Assistant Development Manager:

- Research of development methodologies; IBM RUP, Extreme Programming & 'Agile'
- Supporting 3 Development teams
- Process development & documentation

<b>May 2000 - Feb 2007</b>	Team Leader Portal and CMS Development (Leeds & London)	Orange Home UK; Formerly Wanadoo UK / Freeserve
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Team Leader roles & responsibilities:

- Geographically split (London & Leeds) team – Maximum team size of 8
  - Managing remote team and operating with remote business teams – travelling for 2/3 days to remote location: Leeds to London/London to Leeds
- Day-to-day team operation and management
- Solution architect, project planning & documentation
- Team documentation
- Team development (training, etc)
- Process definition/refinement/management/setting & maintaining standards
- Business consultation
- Mentoring / coaching/training team members and other individuals

Achievements:

- Developed CMS tools, extensions to render editors self-sufficient and reduce the need for developer intervention
- Introduced numerous improvements to the Portal; news & content articles, site advertising management, a full CMS for managing streaming media assets

<b>Sep 1999 - May 2000</b>	Senior Web Programmer	Acumen Solutions
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<b>Oct 1998 - June 1999</b>	Web Programmer	Tableau Design & Marketing
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<b>Feb - Oct 1998</b>	Designer / Web Programmer	Future Internet Technologies
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<b>April 1997 - Feb 1998</b>	Designer / Web Programmer	Omniplex New Media
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