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Personal Profile

An innovative and game-changing thought leader with a background of twenty years in media, new media, public policy and business. Specialist expertise in understanding public management and political structures. A well connected Web 2.0 pioneer and networker. Acknowledged grasp of public policy and an ability to establish new projects driving them into profitable, sustainable long-term arrangements. Outstanding ability to combine commercial and organisational skills achieving landmark results.

Key Skills

- *Strong presentational skills, oral & written communication skills. An acknowledged writer and blogger with well-established reputation. Proven research skills. Regular conference speaker*
- *Website development, specification, strategy, design, management, systems integration & creative use of social networking tools for commercial and social goals*
- *Event management – worked as commercial conference producer. Organiser of awards ceremonies, and open meetings in prestigious venues*
- *Commercial acumen. Extensive sales experience, compiling complex proposals*
- *Programme management, consultancy, technical project definition, design briefs, product processes. Worked on over 70 major website projects.*

Career Achievements

PR, policy, communications and events management

- Provided the strategy, communications and technical expertise needed to launch The Centre for School Design with BCSE in January 2010
- Wrote speeches, press releases, national newspaper articles, letters to press, briefings and extended pamphlet. Wide ranging experience in Political Organising and media relations. Seconded to Labour Party for 1997 General Election as Regional Press Officer
- Conducted research and presentation work on European media and culture policy, advising to ministerial level, led to European Protocol on Public Service Broadcasting
- Organised *PICamp* – the Political Innovation Camp in Belfast, May 2009 along with a stream of NESTA's 'Reboot Britain' along with other profitable conferences on local government and ICT.

E-Democracy & online projects

- Founded pioneering and profitable '*Councillor.info*' project, working with over 50 Local Authorities, Office of Deputy Prime Minister and LGA
- Author of *The Local Democracy blog* – <http://blog.localdemocracy.org.uk>
- Following successful '*Sluggo Awards*', commissioned to establish '*Interactive Local Government Awards*' (2009) in partnership with Local Leadership Centre
- Initiated major websites for Commonwealth Secretariat, LGA, GMB, NYA, NCVO

Innovation and game-changing

- Established and promoted *New Statesman New Media Awards*. Raised over £100k in sponsorship during first two years. Project has lasted over ten years
- Created and realised Northern Ireland's *Sluggo O'Toole Political Awards*
- Launched and published *New Statesman's 'Guide to Trade Unions'* and '*Political Studies Guide*' (22,000+ copies per year since mid-1990s)

Business management / International Business

- Spotted department with potential within collapsing business. Founded and Directed Poptel Technology Ltd, a successful web-development co-operative. £850k+ annual turnover in two years
- Gained international commercial experience as Sales and Marketing Manager on '.coop Registrar' concluding individual sales in excess of £100,000
- Delivered training and advice on grant funding for BECTU at all levels of management following successful online recruitment project for GMB union
- Director and Manager of team of five advertising sales staff at *New Statesman*

Employment history

Director – Memeserver Ltd & Director – Slugger O'Toole Ltd **2008- present**

Self-employed contractor, entrepreneurial role establishing new business areas in web-publishing, thought leadership and awards. Established a training and consultancy business in Northern Ireland with Slugger O'Toole Ltd. Clients including every local authority in Northern Ireland, *The Centre for School Design*, national Trade Unions and commercial sponsors

Director – Poptel Technology Ltd **2002 -2007**

Taken an active role in securing investment and founding the company as a 'management buy-out', also acting as the business development manager. Responsible for securing most of the company's major clients (initial projects valued at £100k+ with ongoing annual income) growing to an £850k annual turnover. Sole manager of the 'Councillor.info' project having founded it as business stream in 2002. Lifecycle sales >£1m

Business Development Manager – Poptel Ltd **1999–2002**

Joining an established ISP expressly to establish a profitable web-development arm, specialising in membership-related development. Also worked on the launch of the '.coop' project, acting as International Sales Manager, selling £100k+ national franchises in Europe

Freelance Consultant **1999**

Conference Production and Commercial Development for Neil Stewart Associates. Copywriting for Hansard Society. Assorted political consultancy for commercial clients

Senior Political Officer to Carole Tongue MEP **1995 - 1999**

Advertising Manager, also Company Director, **1990-1995**
New Statesman & Society, Statesman & Nation Publishing Company (SNPC),
Selling *advocacy advertising*

Advertising Sales Executive, Computer Talk & Computer Weekly. **1989-1990**
Reed Business Publishing, Sutton, Surrey. Selling recruitment advertising

Education, Training and Development

- **Birkbeck College**, University of London, (MSc in Politics and Administration)
- **Kingston Polytechnic**, Kingston Upon Thames. BA (Hons) in Modern Arts (English Literature). Grade 2:2. Also Editor of Student Union Magazine)
- **Becket Comprehensive School**, Wilford Lane, West Bridgford, Nottingham. (seven O-levels & two A-levels)
- **High level of ICT literacy**, – basic CSS, html & SQL, website development, design, deployment, analytics, ecommerce experience, e-mail marketing, design management. Many installed Wordpress & Ning blogging platform deployments.