

Technology Leader specialising in complex and high profile internet solutions. Proven success in architecture, product management and leading productive teams.

Employment

BMF

Sydney, December 2009 to April 2011

Technical Director for Australia's leading independent creative agency

- **Leadership** – Led and hired teams of project managers, producers and developers (.Net, HTML and Flash) and built strong partner relationships. Active member of management team and results-focussed groups delivering new enterprise systems and a single integrated production process.
- **Architecture** – Technical architecture and web-service design for large-scale projects including a property investment simulator and MySwitch – an ambitious government project to map digital TV coverage and transmission data across the country.
- **Development** – Overhauled infrastructure, process, tools and roles. Introduced an online collaboration suite (knowledge management, source control, and ticketing), reduced cost and improved scalability by virtualising production and development environments. Promoted continuous integration through automated test, build and deployment.
- **Innovation** - Founder member of programme to support staff with creative and entrepreneurial ideas by providing feedback, direction, strategic planning and mentoring.

BBC

London / Sydney, August 2007 to December 2009

Architect (iPlayer) & Product Manager (Embedded Media)

Founded development team to deliver a single audio and video experience across the BBC including iPlayer (average 1.8 million users per day).

- **Technical Leadership** — recognised by peers with the 'One BBC' Award in 2008. Member of BBC Senior Technical Leadership team. Presented redesign of iPlayer radio at BBC/ Yahoo! Hackday conference
- **Architecture** – Designed core iPlayer web-services. Lead architect for introduction of Flash streaming, adaptive multi-bitrate delivery, simulcast, Adobe Air client and HD.
- **Product Management** – Balanced feature requests of diverse BBC stakeholder groups to create coherent and sustainable products. Key launches included the 2008 Olympics (160 million streams served across BBC News and Sport) and iPlayer Radio.
- **Strategy** – Collaborator on Project Marquee (sharing iPlayer technology internationally) and Project Canvas (an open IPTV standard).
- **R&D** – Worked with Sony in Japan to deliver iPlayer on PS3. Drove various early-stage research and prototyping projects with other hardware and software vendors.

MTV

London, September 2001 to June 2007

Lead Architect & European Development Manager. Portfolio included MTV, VH1, TMF, Paramount Comedy, Nickelodeon and Viacom brands.

- **Architecture** – Created enterprise web platform running 41 sites in 11 languages featuring pan-European social networking applications, localisation framework and web-service integration with broadcast, mobile and interactive TV.
- **Management** – Coordinated and planned large scale projects. Hired and managed teams of permanent and contract developers in London and Stockholm. Managed outsourcing initiatives in Bangalore.
- **Delivery** – Established agile development methodology. Introduced collaborative knowledge management tools and an active programme of code quality improvement. Company-wide authority for development standards and data protection.

The Farmshed (McKinsey & Co.)

Sydney, January 2001 to July 2001

Technical Lead for innovative agribusiness portal developed by the McKinsey & Co. Accelerator Group and Sapient, backed with \$50m (AUD) of venture capital.

Rare Medium

Sydney, May 2000 to November 2000

Director of Software Engineering for web services company with emphasis on user-centred design. Managed team of 14 Java and .Net developers, business and QA analysts.

NetDiary

London, August 1999 to March 2000

Development Manager for social calendar start-up. Led team of 8 Java developers.

Dresdner Kleinwort

London, November 1998 to July 1999

Analyst, Online Markets - Designed and deployed Public Key Infrastructure for 33,000 users including R&D on rollout of smartcards and cryptographic accelerators.

Swiss Telecom

Guildford, May 1997 to October 1998

Lead Java Developer - Created reference platform for first Java-powered set-top box. Led application development group creating TV-optimised email client and web browser.

Education

Goldsmiths, University of London

1992-1995

BSc (Hons) Psychology 2:1

Skills

Comprehensive knowledge of technology stack used to deliver large-scale websites and internet broadcast solutions with particular expertise in:

- **Web architecture** (n-tier enterprise environments, SoA, REST, LAMP)
- **Digital media** (production, encoding, metadata, distribution, optimisation)
- **Domain modelling** (15 years OO modelling, XML schema design)
- **Server-side** technologies (Java application servers, EJB 3.0, PHP)
- **Client-side** technologies (XHTML, JavaScript, CSS, Flash)
- **Product design** (information architecture, usability, accessibility, compliance)