

Curriculum Vitae **David Pidsley** MFED ACMI ACIM
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The High Street, Lymington, The New Forest, England.

14 Years Leading Business Technology Transformations

Business technology is a path to a more agile, innovative and productive future. The teams I've been asked to lead have pioneered profitable projects by *bridging the gap* between **Business**: clients, teams, shareholders, and **Technology**: products, computing and cognition. A recent email from a client read, "David has enough professional willpower to transform our whole business with technology alone, but he takes an extraordinary interest in listening to our people and learning from new data." Over a decade of experience leading business ideas to impact, I've learnt we succeed by *being the bridge*.

BUSINESS SKILLS

Client Development

Trusted relationships with C-level enterprise technology buyers.
Thought-leadership with attention-grabbing clarity and openness.
Strategic sales as an educator, customer champion, and storyteller.
Inbound marketing: great content, omni-channel customer insights.

Team Collaboration

Business transformation as an open and authentic change catalyst.
Social leadership which is collaborative, engaged, and transparent.

Strategic Leadership

Executive directorship: vision, comms. & measurement.
Profit & loss responsibility: productive, accountable, and lean.
Lean startups: MVP commercialisation, spinouts, and M&As.

TECHNOLOGY EXPERIENCE

Product Engineering

Product strategy, feature roadmaps, agile scrum methods, user testing, analytics, and leading developers.

Applied Computing

Business Intelligence (BI) and cloud analytics applied to market/customer insights and Big Data driven decision-making with Artificial Intelligence (AI) to enable automation and profit.

Applied Cognition

Insights from cognitive sciences applied to decision-making, product design & service personalisation.

Cloud Software

Power BI, Tableau, SQL, QlikView, Azure ML Studio, Roambi, Radian6, Bottlenose, Google Refine, Adobe Business Catalyst, Google Analytics, Salesforce CRM (admin), Hubspot, Nimble, Highrise, Basecamp, ElasticPath, Advanced Microsoft Office 365 inc. Excel Pivot Tables & Lookups, PowerPoint.

CAREER

Interim Head of Data, Victor Sep '17 – Jan '18. South Kensington, Chelsea, London, England, UK.
Information Technology & Services | Aviation | Leisure, Travel & Tourism | Logistics and Supply Chain
The Uber™ of On-Demand Private Jet Charter with 4-year revenue growth of 946%. Built a department of data engineers & scientists to develop a unique, digital, data-driven platform to enhance 'high tech & high touch' customer service and automated mobile app and web based estimates, quotations, & payment.

Interim Head of Product, Acrotrend Oct '16 – March '17. Oxo Tower, London, England, UK.

Information Technology & Services | Management Consulting | Computer Software | Event Management
Global customer intelligence & analytics consultancy to GlaxoSmithKline, Cancer Research UK, Nuffield Health, UBM, & Reed Exhibitions. Led the data warehouse modernisation, data science, and bot projects.

Interim Head of Business Intelligence, Marathonbet Mar – June '16. Spitfire House, Brighton, UK

Information Technology & Services | Internet | Sports | Gambling & Casinos

Support service provider to mobile gaming and online sports betting apps and websites. 1.5 million customers, +1000 employees, 188 countries, 20 languages, billions in revenue. Data strategy and transformation for emerging products, markets, and legislation. Design and delivery of global decision science strategy; reporting to CEO. Empowering employees with data self-service tools. Deploying Machine Learning, Artificial Intelligence, and Cognitive Sciences to optimise the business.

CEO, Cause Analytics June 2012 – present. Regent House, Beulah Hill, London, England, UK.

Management Consulting | Market Research | Information Technology & Services | Computer Software

UK's independent Business Intelligence service. Helping leaders use Artificial Intelligence on Big Data.

Engineered a Big Data fusion platform for intelligence amplification. Recruited 12 business transformation consultants. Led marketing & sales teams to win deals £15-370k per client inc. Cabinet Office, UNIT4 plc, Charity Commission, California State University, Imaginatik plc, WPP, GfK. We delivered ROI inside 4 weeks by helping leaders learn from and engage employees, clients and shareholders using data visualisation and Machine Learning.

Head of Strategic Marketing, UNIT4 June 2011 – May 2012. Bristol, England, United Kingdom.

Management Consulting | Information Technology & Services | Government Relations | Outsourcing

Enterprise resource planning & fintech software consultancy. \$600m turnover. 4k staff. 26 countries.

Strategy advisor to the Managing Director & board. Designed UNIT4 Data Services & Re4orm shared service. Lead consultant for DfID, their biggest client. Chief advisor to NHS on social enterprise. Authored white-papers for Cabinet Office and techUK on public data. Setup & managed social media programme to onboard 4000 staff in 26 countries. Led social media team of 25 & analytics team of 14.

Senior Policy Advisor, Freelance April 2010 – May 2011. London, England, United Kingdom.

Public Policy | Think Tanks | International Trade & Development | Professional Training & Coaching

Ambassador for Civil Society at The Open Knowledge Foundation. Unlocking public information through access to Open Data, visualisation and apps: enabling you to create, use & share knowledge.

Policy Director, Lymington Foundation April 2009 – March 2010. Lymington, Hampshire, UK.

Not-for-Profit Organisation Management | Fund-Raising | Philanthropy | Civic & Social Organisation

Social enterprise supporting young professionals, their business networks, and job-creating startups.

General Manager, Verseca April 2008 – March 2009. Oxford, England, United Kingdom.

Information Technology & Services | Computer Software | Research | Computer & Network Security

Predictive analytics algorithm & digital rights management startup from Loughborough University.

Managing Director, Chainworks December 2005 – March 2008. Southampton, England, UK.

Information Technology & Services | Online Media | Internet | Retail | Outsourcing & Offshoring

Business system integrator of eCommerce and Social CRM software-as-a-service (SaaS) platforms.

Vice President, Europe, Sound Choice April 2004 – Jan 2006. London, England, United Kingdom.

Consumer Electronics | Logistics & Supply Chain | Import & Export | Media Production | Music

World's largest record-label specialising in advertising, film, karaoke & ringtone licensing.

Internships (2001-02): JPMorgan Chase, University of London & Continental Capital Management.
Honors: Leadership Development Consultant, Department of Psychology, University of Southampton.
Research: Cognitive behavioural science of leadership, Anglo-American history, intelligence analysis.
Education: Canford: Computing, Business, Physics & Biology (A-level A-grade). 11 A*/A GCSEs.
Hobbies: Swimming, forest hiking, fishing, windsurfing, sailing with family & skiing with friends.

TRACK RECORD

Agile - Innovative - Productive

1. Built and led the team automating the primary systems behind the Uber™ for private jets.
2. Built the Business Intelligence division of a multi-billion dollar online gaming enterprise.
3. Created the leadership development programme taught by University of Southampton, UK.
4. Designed a data-driven consultancy service: turns surveys into engaging stories & insight.
5. Architected a Big Data Fusion platform for transforming text into strategic intelligence.
6. Led social media adoption programme that got 4k staff in 26 countries engaging clients.
7. Transformed a \$600m revenue software business into a data-driven consultancy using APIs.
8. Authored white-papers on transformation innovation for think tank techUK & Cabinet Office.
9. Transformed a London NHS PCT into a procurement and finance Shared Service business.
10. Caused Charity Commission & DfID to adopt Open Government licence to stop waste/fraud.
11. Led a skunkworks (innovation incubator) at UNIT4; people-centered enterprise consultancy.
12. Setup a not-for-profit to treat Westminster's homeless with Cognitive Behavioural Therapy.
13. Led a social enterprise that informed UK Government transformation policy on Localism.
14. Sold a file-sharing dashboard that analyses trends on peer-to-peer networks using Big Data.
15. Sold a predictive algorithm for wearable mobile sensors, Internet of Things generated data.
16. 1st music copyright system to embed covert ID tags, detectable over-the-air, without DRM.
17. Transformed an underutilised karaoke back-catalog into the largest record-label on Spotify.
18. Sold the theme tune to Shrek (DreamWorks Pictures).
19. Halved the cost of Super Bowl ads using 150k sq ft studio to produce music cover-versions.
20. Sold the UK's 1st MP3 realtone for mobile which disrupted the 'polyphonic' ringtone market.
21. Manufactured / sold the EU's 1st 'low cost' multiformat DVD player, transformed market.