

## Profile

A technology professional with 15 years experience of large organisations. I thrive in an innovation environment bringing a strong mix of technical and product development skills along with the ability to identify novel solutions to existing problems. I believe that the best way to show someone something is by doing it, therefore I am a strong believer in rapid prototyping and trial development, I have significant experience in delivering these solutions inside large regulated businesses. With over 15 years experience in the mobile communications sector, I'm well versed in most aspects of communications.

## Career

**Consultant, SamMachin Limited**, Feb 2014-Present

My own business working for clients and myself on a number of projects including;

- Service Design & Integration for EE of their messaging components to support a Major National MVNO launch.
- Service Management and Evangelism of an open data API for the Office of National Statistics
- The Beta launch of [ThisIsOn.com](http://ThisIsOn.com) a new site for discovering and rewarding live performance,
- Development of [The Talk Project](#), a new open model for real time communications on the web
- Research and Development into the [possibilities](#) of iBeacon and other BLE technologies at the Pervasive Media Studio Bristol.
- Other short term tech consultancy for small businesses on developing their ideas.

**Architect, Office of the CTO, Tropo Inc.** May 2013 - Present

I was recruited by [Tropo](#) (previously Voxeo Labs) to provide technical thought leadership in Europe designing and delivering solutions based on the [Ameche](#) and [Phono](#) products. This meant working with Tier 1 operators firstly to evangelise the platform approach and then to help them identify applications that could be developed on top of the platform. Much of the work was in helping the carriers identify solutions to combat the emerging threats from new entrants with 'Over The Top' services. This has given me an interesting insight into life on the vendors side of the table supporting the sales team with responses to RFP's and getting a lot of exposure to many different local markets within the region along with their local needs and limitations.

**Technical Architect, The Lab, O2 UK Jan 2011 - May 2013**

I was recruited to build a new [team](#) within O2 charged with developing products differently from the traditional carrier approach, I have been responsible for the launch of the [hashblue](#) SMS platform into public beta as the Product Owner, and both Product Owner and Architect for the [O2 Connect](#) Private Beta which is a major evolution of O2's core voice and messaging products, introducing O2 to the new world of over the top services.

The team changed the way O2 works and helped to evolve the organisation from a traditional telco in order to compete in the internet services space, introducing concepts such as a platform approach to systems, and agile development and launching beta products, a huge challenge to change the corporate mindset of such a large company.

**Senior Designer, Messaging & Data, Orange UK** July 2005 - Dec 2010

My main focus was around developing a strategy for mobile data value added services and how this should be realised technically. I spent a lot of time working with product marketing providing input in an understandable and friendly way. I also worked with a number of large multinational vendors to review and deploy their products to the network. I was responsible for one of the first agile projects within Orange UK where we replaced the core proxy infrastructure with an in house system in just 6 weeks following the failure of the traditional project & solution.

**Senior Engineer, Testbed, Orange UK** May 2002 - July 2005

At the time I joined the team Orange had just started working on MMS and I was offered the opportunity to learn new skills in that area. The role evolved quickly to the point at which I was supporting the testbed messaging and data platforms.

**Technical Apprentice & Switch Technician, Area Operations, Orange UK** Sep 1998 - May 2002

One of only 20 people to join the scheme nationally, consisting a 3 year training program in mobile network operation at a time of huge growth in the industry.

## Interests & Other Experience

I am an active member of the tech & startup community, I've been involved in attending, running, and speaking local, national and international developer events & conferences. Innovation is both my hobby as well as my career, I regularly built prototype applications and occasionally collaborate with others to release these to the market. In my spare time I enjoy cooking and have a strong interest in speciality coffee.

## Education

Orange PCS Ltd. Modern Apprenticeship in Providing a Telecommunications Service, Including NC & HNC (In Telecommunications)