

# Callum Finlayson

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Extensive experience in consultancy and product management with a broad range of clients.  
Main strengths – technical pre-sales, solution design, product management, and CxO advisory.  
Mostly in IT, telecoms, finance, and professional services.

## CAREER

### **TECHNOLOGY CONSULTANT**

**INTERIM / AD HOC**

**MAR 2009 – PRESENT**

Occasional technology advisory services for small businesses, examples have included:

- Advising small business on new technology, social marketing, reputation management, and online community development
- Prepared business plans and marketing strategies for two start-ups – a web-based community/knowledge-management service, and a mobile & online privacy application
- Writing on technology-led innovation in non-technology businesses

### **CONSULTANT**

**ENGAGE HUB**

**SEP 2013 – OCT 2019**

Pre-sales, solution design & delivery, and product consultancy at a small software & services firm, providing a B2B SaaS platform for multi-channel conversations. Clients included high street retailers, mobile network operators, logistics companies, and banks.

- GDPR compliance projects for two banks, a supermarket, and a logistics company - presenting the advantages of our solution to prospective and existing clients, working with their security teams to ensure compliance, and serving as their point of contact up to delivery
- Working with key clients and partners to identify and specify new integrations, APIs & data formats, and changes to existing ones; co-ordinating required work with development
- Running workshops within client companies on how to best exploit novel technologies (e.g. speech recognition, natural language processing, geolocation, and machine learning)
- Technical lead for the Brainstorm Innovation lab, working with partners to explore novel ideas & new technologies, and to rapidly develop prototype solutions
- Supporting marketing through writing thought-leadership pieces, conferences and exhibitions, presenting webcasts, etc

### **MANAGEMENT CONSULTANT & PM**

**AP BENSON**

**MAR 2010 – MAR 2012**

Consultant at a small IT-focused management consultancy firm, helping start-ups and fast-growing SMEs transform their systems, products, and business processes.

- Advised directors of a broad range of companies on a broad range of projects, including
  - helping a small professional services firm go all-digital & completely mobile
  - integrating supply-chain and order management for a textile manufacturer
  - replacing the old, bespoke MRP system used by one of the most rapidly growing engineering businesses in the country with a modern industry-standard ERP platform
- Developed product and technology strategies for clients in a wide range of industries
- Ran tendering & selection processes for CRM, ERP, and GIS systems, PM'd delivery & migration

### **TELECOMS CONSULTANT & TECHNICAL PM**

**CARTESIAN**

**JAN 2006 – FEB 2009**

After my MBA I joined a telecoms consultancy in central London as a business analyst on a range of projects for many of the UK's mobile and broadband operators.

- Managed stakeholder relationships throughout the project lifecycle
- Most project aspects except development - from requirements capture to end-user training
- Analysed high volume message data and built models of customer behaviour to detect fraud
- Reverse engineered a malfunctioning, undocumented, bespoke third-party Perl & Java application to identify & fix the problem, determine its impact, and document how the application worked

**MBA**

IMPERIAL COLLEGE LONDON

OCT 2004 – SEP 2005

Detailed below under “Education”

**SYSADMIN & SERVICE DELIVERY MANAGER****NORTEL NETWORKS****JAN 1998 – DEC 2004**

As a sysadmin and, later, service delivery manager for Nortel’s largest (~200 developers) UK R&D project I was responsible for relations between IS and R&D, ensuring business and technical requirements were met.

- Technical work on Unix/Windows inter-working projects
- Unix, configuration management, web server security and administration
- Improved software build success rate & reduced build time by rewriting build scripts and makefiles

**OTHER WORK**

Designed, built & managed online communities and complex web sites; arranged parties for 1000+ people; managed bars; written and delivered training courses.

**TECHNICAL EXPERIENCE**

Various flavours of Unix & Linux; software release management; scripting and a little programming (SQL, shell scripts, and a smattering of Perl, PHP, JavaScript, Java); Enterprise Resource Planning (ERP), Professional Services Automation (PSA) and other enterprise ICT; analytics (bespoke & Google) and visualisation (bespoke & Tableau).

**STANDARDS & METHODOLOGIES**

I’ve worked on projects using a broad range of standards & methodologies, and have been familiar with:

- PRINCE2, PMP (PMBOK), and ITIL for project management, service delivery and governance
- Agile, scrum, Rational, and related software development methodologies
- ISO 9001 (quality), ISO 14001 (environmental), & ISO 27001/BS 7799 (security) standards

Written and delivered training courses for small businesses on product management and digital marketing.

**EDUCATION**

**Executive Diploma in Digital Business Leadership** (ADBL, 2015), Distinction

Part of their first public cohort, named one of their “Three to watch” at the end of the course

**MBA** (Imperial College, London, 2005)

- Electives in innovation management, new venture creation, and technology strategy
- Project on technology transfer and effective commercialization of academic research
- Final theses on innovation in biotechnology and on supporting biotech start-ups

**GMAT** (June 2003), 770, 99<sup>th</sup> percentile, 6.0/6.0 written

**BSc Astrophysics** (University College London, 1997)

4 A Levels, 1 AS Level, 9 GCSEs (Queen Elizabeth’s Grammar School, Horncastle, 1988-93)

Basic German (resident for 3 years)

**Various creative & design courses** (Central St Martin’s & London College of Fashion, ongoing)

Evening & weekend classes both for personal interest and to enhance my creative “right brain” thinking. Mainly on fashion design, but also trendspotting, art curation, and publishing.

**Computer & communications law** (University of London external programme (UCL/QMW), 2007 – 2011)

Various masters-level courses on intellectual property and computer & communications law by distance learning.

**MISCELLANEOUS INTERESTS**

Fashion design; writing; pub quizzes; public understanding of new technology