

Geoff Ward

9 Chapel Close,
South Stoke,
Reading
RG8 0JW

Phone 01491 873342
Mobile 07796 264666

e-mail geoff.ward@greycells.co.uk
web site www.greycells.co.uk

An innovative and proactive consultant and programme manager with a record of successful business development and new concept projects. Renowned for his excellent communication, organisational and people management skills.

Expertise

Programme Management

- Managed the design and implementation of a smart metering project for EdF Energy where energy usage will be represented in the home on the TV using internet technologies.
- Took the £3M, DTI-sponsored, Services Aggregation project from concept through contract, initiation and development. This involved 17 UK and International organisations including corporates, universities and small/medium enterprises and aimed to prove the technical and commercial viability of home automation systems using aggregated services.
- Event management of product launches, seminars, sales and hospitality events. Presented to an audience of 500+ and coached and directed speakers for events at all levels.

Communication Skills

- Written work includes newsletters, proposals, marketing literature and communications for major corporate companies, local businesses and the Parish Council.
- Developed and continue to manage web sites for 6 commercial operations, a Parish Council and several associated activities.
- Acting and directing skills used to coach speakers for presentations and interviews.
- Presented at product launches, project reviews, and seminars to groups of 5 to 500 people.

Marketing

- Senior roles in event management, product management, business and marketing strategy, and as marketing manager.
- Advised CECED, the European Association of White Goods Manufacturers, on the market introduction of their CHAIN initiative which brings appliances into home automation systems.

People Management

- Successfully managed small and large teams on a line management and a project basis. Forged an effective team from individuals drawn from 17 diverse organisations. Adept at leading teams of focused professional staff and managing teams at all levels.

Consultancy Management

- Achieved a four-fold increase in consultancy revenues and greater flexibility in resourcing.
- Corporate Excellence Award for the creation of consultancy skills training in conjunction with the Tavistock Clinic, and personally delivered over 250 days of training.

Career History	<p>Senior Consultant & Programme Manager 2004 – date The GreyCells Partnership Ltd</p> <p>Formed GreyCells and worked in association with Telemetry Associates and as a director of Visionradio Ltd. Managed a project with EDF Energy to provide energy usage information to the Internet on Televisions as part of a BERR and Ofgem sponsored programme. Senior consultant with CECED, the European Association of White Goods Manufacturers, advising them on taking their CHAIN initiative to market. Won and delivered a project in collaboration with Visionradio, De Montfort University and East Midlands Development Agency, looking at the feasibility of developing a new channel to market for the creative industries of the east midlands.</p> <p>Senior Consultant & Programme Manager 2001 – 2004 HomeRider Systems Ltd</p> <p>Helped conceive and then programme managed a £3M DTI-sponsored Services Aggregation project involving 17 organisations including Corporates, HEIs and SMEs. Gained agreement and signatures on the collaboration agreement, established the working practices and actively managed the project through to the start of its final year. Personal involvement in proving the marketing and business cases. Managed the formation and running of a production line dispatching telephony modules for npower.</p> <p>Manager, Business Development 2000 – 2001 Retail Practice UK, ICL</p> <p>Developed the role to a team of 20, including functional responsibility for Marketing, Specialist Sales, Consultancy, Bid & Project Management, and Channel Management. Revised channel management and product strategy in order to meet business objectives.</p> <p>Manager, Business Operations 1999 – 2000 Retail Systems UK, ICL</p> <p>Responsible for the Consultancy and Bid Management team. Priority was the creation of a new Resource Management function for this UK IT services business to major retailers. The process was subsequently adopted as the corporate model and was key to realigning staff from dedicated teams to a resource pool structure.</p> <p>Strategy team 1998 – 1999 Business Operations, ICL</p> <p>A senior strategic team of three, formed by the President to review and radically change the style and business focus of a global, IT services business to major retailers. Role focused on business measures and on vision and strategy statements and their effective communication.</p>
Early Career	<p>Initial roles in programming and systems analysis with Imperial Smelting and UKAEA were followed by a successful career selling mainframe computers to the Finance market. Joined Dataskil in mainland Europe selling and marketing IT services. Moved into Marketing with ICL, running launch events, before progression to Product Marketing Manager and Marketing Programme Manager developing new revenue streams. Developed a Consultancy unit, managed it during its initial growth phase then extended the resource planning across the Retail division with 300 staff.</p>
Qualification	<p>BSc (Mathematics) – Bath University</p>
Interests	<p>Golf, cooking, acting and directing amateur dramatics. Chairman of South Stoke Parish Council. Editor of parish newsletter and web site.</p>