



## Overview

I'm Dan, a highly focused and solutions-driven digital and senior IT software project manager and development team leader. With a very strong technical and development background, I'm able to oversee and deliver multiple, complicated IT projects using creative problem solving, teamwork and can-do attitude. Having proven experience implementing Scrum and Kanban methodologies, I have lead co-located and off-shore project teams to deliver web and software products to a high standard for local and international clients. In Dubai, I've worked in conjunction with some of the UAE's most significant entities, including Emaar, Dubai Airports, ADNOC, GEMS Education and Yas Marina Circuit.

- Digital/IT Agile project manager
- Project planning (scope, budget, timelines and scheduling, risks, reporting, communication)
- Scrum/Kanban/Prince2 Practitioner
- Agency, startup and client-side PM experience
- Team leadership (mentoring, standups, retrospectives, co-located, offshore)
- Excellent communication skills (presentations, status reporting, client and management communication)
- Strong software developer background, including lead development
- Wide exposure to user experience and usability

## In focus

- Responsible for the full lifecycle and delivery/transformation of Emaar's loyalty programme website, U by Emaar
- Responsible for the delivery of Masdar Sustainability City's website transformation to Sitecore
- Extensive experience in designing and delivering retail/e-commerce IMS & websites such as Glasses Direct (UK) and IoT solutions for startups (MayorDomo, Spain)
- Design and delivery of custom CRM systems, and integration with existing CRMs for projects such as U by Emaar
- Experienced in transformation and innovation projects, such as at Carphone Warehouse (UK), designing and delivering cost-saving and sales optimisation projects, one of which increased turnover by £1M in year 1
- 7 years project management experience using Agile methodologies (Scrum and Kanban), managing multiple projects in parallel to ensure aligned and clear benefits to organisations
- Planning and scheduling timelines (JIRA, timelines, Gantt charts, resource/talent planning) to hit critical deadlines, prioritising and sharing assets and talent
- Budgeting, cost control, forecasting costs and expenses vs. actual costs analysis to ensure budget is adhered to
- Experienced in leading Scrum teams, standups, sprints, user stories and story estimation, retrospectives and backlog grooming using JIRA
- Teamwork/leadership with co-located and and remote teams, encouraging and promoting collaboration, conflict resolution. Coaching and mentoring junior team members
- Daily communication/reporting with team members, clients, stakeholders and senior management, and ongoing weekly status/progress reports
- Strong development and technical background for problem solving and generating creative solutions to technical issues. Full-stack development experience using best practices, alongside sys-admin and security exposure
- Technical requirement gathering/constructing statements of work (SoW)
- Scope definition, statement of work, requirements, negotiation and estimation of work
- Business cases and proposals for strategic IT transformations over multiple teams and projects
- Data analysis to drive better product decisions and business cases (analytics, user behavior)
- Solid understanding of usability/user experience, and developing strategy to drive client business performance
- Post-delivery support, ensuring products are stable and issues promptly resolved for ongoing stability



## Experience

### **Revonic (formally Indivirtual) - Senior project manager (web)** *October 2017 - [current], Dubai, UAE*

- Delivered two full-lifecycle transformation projects for U by Emaar (Emaar's loyalty programme), and Masdar Sustainability City, significantly improving engagement and conversion on both
- Successful integration with CRM systems; CRM and loyalty points system for Emaar, customer registration and tracking for Yas Marina Circuit, integration with student and parent CRM for GEMS education
- Ongoing support of existing projects for Yas Marina Circuit, GEMS Education MENA, ADNOC, Dubai Airports
- Developed business cases and proposals for new clients to drive their transformations to new software architecture, and ensuring ROI on these transformations
- Working closely with other teams, both in-house and on the client side, to implement governance and ensure successful long-term sustainability and growth for complementary projects
- Implementing Kanban/waterfall methodology with team members both co-located and remotely, JIRA management and planning, retrospectives, daily standups and user stories
- Responsible for the full PM lifecycle, including kickoff presentations, requirements gathering, scoping work, estimations, budgets, status reporting both internally and client-side, plus identifying and securing new opportunities

### **Daresay (formally Screen Interaction) - Project manager (web)/technical lead** *January 2017 - July 2017, Dubai, UAE*

- Responsible for analysing and rescuing a high-risk and over-budget security monitoring project for Ericsson
- Introducing estimates for tasks, resource projections, velocity calculations and alterations
- Client communication, requirements elicitation and documentation, regular status and software reviews
- Budget management and monitoring
- Implementation of Kanban methodology, plus team mentoring and coaching, to significantly improve the quality and speed of development
- Defining and ensuring QA for the deliverables in the project
- Proposal generation, estimates and client presentations for other projects in the pipeline in the agency

### **Mayordomo - Project manager/technical lead (freelance)** *September 2015 - October 2016, Barcelona, Spain*

- Planned and implemented multiple projects in parallel to deliver web-based PMS and CMS in conjunction with software to run on hardware
- Designed and implemented governance to ensure systems are working in conjunction and are complementary
- Ultimately, delivery of an IoT locker system, complete with logistics and mapping software, plus payments
- Managed an off-shore team based in multiple locations, resolving blockers, issues and concerns, and any technical/product queries
- Collaboration with the client/primary stakeholders to develop product roadmap and complete project initiation
- Requirement elicitation from stakeholders, scoping, client communication and expectation management
- Utilising Agile to optimise deliverable output in a situation with constantly changing baselines
- Interviewing, selecting and managing development team members, including time and deliverable management
- Process design and optimisation for customer and service provider interaction
- Technical discovery and strategy, hardware and software design, content production, build and delivery

### **Dixon's Carphone Warehouse - Project manager/technical lead (freelance)** *September 2014 - September 2015, London, UK*

- Ensured on-time delivery of 5 high-performing applications within 12 months for different sectors within Carphone Warehouse. Programmes include:
- Insurance compliance workflow system for all Carphone customers, increasing compliance from 40% to 94%
- Real-time competitor insurance and device pricing big-data system, allowing teams within DCPW to accurately and quickly price products. This system added profit of £1 million in year one of use



**Exposure (freelance) - Technical lead** 2012 - 2014, London, UK

- Project management, lead development and deployment, ensuring timely delivery of technologically cutting edge, award-winning digital campaigns on web, mobile and Facebook

**Previously:**

- **2010 - 2012** - Senior developer/lead developer, Glasses Direct, London
- **2008 - 2010** - Freelance, software developer, London
- **2005 - 2008** - New Zealand Tourism Institute, software developer, New Zealand
- **2005** - Graduated with Bachelor of Applied Science majoring in Software development, New Zealand