



<b>Name</b>	<b>Paul Martin Smith</b>
<b>Role</b>	Director of Consulting & Strategy
<b>Nationality</b>	British
<b>Residence</b>	Farnham

## Profile

- Currently Director of Consulting & Strategy at demand247 – from March 2012
- Responsible for all client facing consultancy, business analysis, offering development. Leads the business analysis team whilst contributing solution architecture assistance for presales, bid response and ongoing delivery commitments.
- Previously Paul was Director Of Technology for demand247
- In this role Paul was responsible for overseeing the delivery of all technical projects and professional services for multiple clients that use demand247 hosted and managed services for eCommerce – focusing on new build solutions and assisting existing clients achieve greater value from their eCommerce solutions.
- Paul has a technical background having worked previously in solution architecture, eCommerce, system integration, social software, portals and web content management. Paul has broad IT experience coupled with a sound understanding of the detail that typically needs to be addressed in eCommerce solution delivery.
- Paul is responsible for the ongoing extension and support of multiple ATG and hybris eCommerce solutions and designing new eCommerce solutions and system architectures.
- Paul worked in a variety of technical roles in IBM for 12 years – with 6 years focus on solution architecture and leading technical delivery on large complex projects spanning 1000's of person days of effort. Prior to that Paul worked as a systems engineer for National Air Traffic Services with responsibilities for high availability and safety critical flight data systems.
- Paul has a wide and varied client business background including retail, finance, banking, manufacturing, local government, public sector, services and utilities

## Professional Experience

- **demand247 (May 2009 – Present):**
  - **Luxury Performance Sportswear brand** – Presales, established vision & defined scope of engagement. Led discovery process acting as BA, project manager and solution architect.
  - **Leading UK high-street & Luxury Jewellery company** – Presales, led discovery process, assisted with design agency selection (leading to appointment of Poke), led creation of wireframes, devised scope definition and established development team, member of project steering committee.
  - **Luxury UK Handbag & Fashion brand** – Solution architect for new Hybris eCommerce site. Designed and ran discovery process, owned solution architecture, established development team, member of steering committee, conducted training and supported project manager and product owner with scope control. Directed BA activity, produced plans, checklists and worked with design agency Poke on front end integration approach.
  - **Kingfisher** – ATG Solution Architect for re-launch of B&Q multi-channel site replacement – solution architect working with Cap Gemini to establish eCommerce service model, infrastructure, tooling and ATG solution framework.
  - **My Protein** – solution architect for Hybris eCommerce site for My Protein
  - **Epson** - Programme management for on-going maintenance and ATG site extension. Design authority and technical leadership for onshore and offshore development teams, technical liaison for business requirements and solution delivery. Responsible for critical situation management, recovering unstable ATG 2007.1 site delivered by large consultancy.
  - **Burberry** – Working with Cap-Gemini - responsible for technical lead and programme management of complex, highly performant, highly resilient environment for new ATG eCommerce site. Also responsible delivery of site performance testing and optimisation.
  - **Support and development organisation setup** – responsible for setup and operational process evolution of demand247 support and technical project delivery capabilities.
- **IBM – Software Group (2007 – 2009):**
  - **Software IT Architect** – Responsible for pioneering architect role within IBM to assist a variety of UK Mid-Market clients make better use of IBM software from all brands (Tivoli, Rational, Data Management, WebSphere, Lotus) through Architecture assistance and solution design. Clients included healthcare providers (medical diagnostic image transmission), UK IT companies, retail and logistics organisations.
  - **Lotus Channel Development Manager - Business partner recruitment** – recruiting and enabling new Portal and Social Software business partners for IBM channel. Recruited organisations including Headshift, NVT and Fulcrum Logic

<b>Name</b>	<b>Paul Martin Smith</b>	<b>Competencies</b>
<b>Home Address</b>	19 Stream Valley Road, Lower Bourne, Farnham, GU103LT	<ul style="list-style-type: none"> <li>▪ Establishing vision, strategy and overall solution design for retail eCommerce solutions</li> <li>▪ Solution architecture, business analysis and process modelling. Product ownership.</li> <li>▪ Collaborative delivery of complex business and technology solutions.</li> <li>▪ Project planning and project leadership, hands on and delivery focused.</li> <li>▪ System architect with experience of IBM Team Method and familiarity with TOGAF. Support and maintenance experience with working use of ITIL..</li> <li>▪ eCommerce design and delivery experience with Hybris and ATG.</li> <li>▪ Management and resolution of performance and stability critical situations</li> <li>▪ Paul is a Chartered Engineer (CEng) and formerly a membership interviewer for the IET</li> <li>▪ Previously a software developer with experience in C++, Java, Visual Basic, Lotus Script, HTML &amp; JavaScript but not in past 5 years.</li> </ul>
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<b>Date Of Birth</b>	21 <sup>st</sup> January 1973	
<b>Previous Roles</b>	<ul style="list-style-type: none"> <li>▪ <b>IBM – Lotus Professional Services (1997-2007)</b> <ul style="list-style-type: none"> <li>▪ <b>Barclays Bank</b> – Solution proposal lead to business banking team to explore the use of Portal technology to provide user configurable solution for business clients.</li> <li>▪ <b>ICI</b> – Design and technical delivery of solution to link email environment with document management and records management system for corporate headquarters.</li> <li>▪ <b>Renfrewshire Council</b> – Technical lead for design and delivery or replacement citizen facing portal and web site for delivery of council services.</li> <li>▪ <b>UK Government Department</b> – Consultancy and design lead regarding the replacement of legacy internal document management systems.</li> <li>▪ <b>HSBC Bank</b> – Led the design and delivery of corporate document management solution based on Domino.Doc for new headquarters in Canary Wharf.</li> <li>▪ <b>Bank Of Ireland</b>– Design and delivery of new corporate intranet.</li> </ul> </li> <li>▪ <b>National Air Traffic Services (1993-1994, 1995-1997)</b> <ul style="list-style-type: none"> <li>▪ <b>Air Traffic Control Systems Engineer</b> – Responsible for test and implementation of flight data systems , including installations at West Drayton, Heathrow, Manchester and Glasgow airports. Created Europe’s first publicly available website for distribution of AIS and NOTAMS to private pilots - presented to EuroControl in 1996.</li> </ul> </li> </ul>	
<b>Education &amp; Interests</b>	<ul style="list-style-type: none"> <li>▪ BEng (Hons) – Electrical &amp; Electronic Engineering – UMIST 1995 – 2:1</li> <li>▪ Final year thesis on the use of Neural Networks to predict chaotic systems time-series</li> <li>▪ Sandwich course with one year spent working with National Air Traffic Services. Final project to develop in hardware and software (C++) an avionics system data simulator to act as test harness for navigation aid flight calibration trials.</li> <li>▪ 4 A Levels – Physics A, Chemistry A, General Studies A, Mathematics, B</li> <li>▪ 8 GCSE</li> <li>▪ Winner of the 1990 Young Enterprise Award for Manufacturing – awarded by the Institute of Mechanical Engineers</li> <li>▪ Out of work interests include: <ul style="list-style-type: none"> <li>▪ Illustration (digital &amp; physical media) and graphical storytelling</li> <li>▪ Reading – from graphic novels to the classics, general love of bookshops</li> <li>▪ Films – especially 1930’s, 40’s and 50’s films</li> <li>▪ Music – can rarely pass a record shop without going in</li> <li>▪ Astronomy – telescope owner and repeat watcher of ‘Cosmos’</li> <li>▪ Swimming – indoor and outdoor, cycling and scuba-diving</li> </ul> </li> </ul>	