
Iain Croll

email: iaincroll@gmail.com | mobile: +44 (0) 780 150 1000 | aim: eightlettersuk

Product Management | Digital Media | User Experience | Social Media | Strategy
Over 10 years experience in Digital Media developing consumer service propositions from concept through to launch using a customer-centred process.

Professional Skills

Business | Understands technically complex Internet products and services. Comfortable within virtual teams distributed across countries. Ability to introduce and teach new products and technologies. Capable of scheduling and prioritising own and others workloads. Understanding of budget processes and constraints.

User Experience | Responsible for ensuring usability is at the heart of product development in all of most recent roles. Working with focus groups and conducting online research to ensure products met and exceeded customer satisfaction metrics. Ability to translate user needs into prioritised requirements and differentiated market strategies. Working to enhance the user experience through analysis, feedback and usability testing.

Project Management | CareerTrack® Project Management trained, with experience of new product launches and ongoing support. Devised and delivered a bespoke Project Management course using MS Project for AOL UK. Worked with the US and EU development teams to implement many UK strategies including reporting and publishing strategies. Proven skill set in stakeholder management as part of a successful career in consulting.

Relationship Management | Accomplished communicator with great listening and excellent questioning skills built through years of train-the-trainer sessions. A positive approach to presentations and comfortable presenting to large groups, as well as smaller senior management teams. Good negotiation and influencing skills.

Technical Writing | Demonstrated ability to compose requirements that support both business strategy and the needs of the market. Translation of requirements into prioritised roadmaps. Create competitor analysis reviews and feature analysis of peer products. Used to working in an agile environment with skills in writing User Stories

Technical & Internet

- **Operating Systems** | Windows Vista, XP, 2000, Mac OS X
- **Programming Languages** | HTML, Rainman, SHARK, CSS (basic)
- **Desktop Applications** | MS Visio, Omnigraffle, Photoshop (basic), Dreamweaver, MS Office
- **Web Applications** | Wordpress CMS, Movable Type CMS, MS SharePoint
- **SEO** | Good understanding of how to get the best results from search engines
- **DDA** | Understanding of how the UK Disability and Discrimination Act influences design and build
- **Social Media** | Good understanding of user generated content and emerging social networking

Summary of Qualifications

University of North London, UK | 1989-1993 | Universiteit van Tilburg, NL | 1992-1993 | BA (hons) Business Studies (Leisure & Tourism), Lower Second. 4 GCE A Levels and 7 GCE O Levels.

Additional Information

- **References** | On request
- **Date of birth** | 9th February 1970
- **Citizenship** | British



Professional History

Seren | <http://www.seren.com>

Consultant – January 2010 – Date

- Identifying business development opportunities, usability review and strategy report for eldorado.ru
- Lead user experience designer for Vodafone Mobile Broadband Wi-Fi device interface
- Single-sign-on analysis and localisation strategy report for Vodafone 360 consumer application
- Requirement matching analysis for Vodafone User Experience Intranet
- Process design lead for Telefónica O2 Home phone order processes online, retail and call centre
- Tasks include prototyping, user testing, card sorting, wire framing, requirements matching, resource mapping, strategic positioning and team management

Self Employed | <http://www.8letters.co.uk>

Technology, Media & Telecommunications Consultant – April 2009 – December 2009

- Worked with weeworld.com on their music download and integration strategy. Also worked with some smaller companies to define and implement SEO and social media strategies.

Discovery Networks International | <http://www.discoverychannel.co.uk>

Product Director, Digital Media – October 2008 – March 2009

- Prioritising product roadmap, implementation and programming strategy
- Analysing performance of products and communicating results to business owners and stakeholders
- Worked closely with the UK advertising operations director to increase revenue generation
- Lead for web platform modernisation program and responsible for single-sign-on across Discovery International sites and integration with Facebook Connect
- Monitoring customer satisfaction through feedback and focus testing
- SEO strategy, working to increase traffic across all the Discovery Channel EMEA websites
- Sourcing, negotiating and maintaining key vendor relationships
- Identifying the scope of qualitative and quantitative consumer research needs for online products

Self Employed | <http://www.8letters.co.uk>

Technology, Media & Telecommunications Consultant – March 2007 – October 2008

- Pricing strategy, contract and supplier negotiations for Post Office Broadband
- Leading UE work on concept validation and design phase of self care portal platform for Royal Mail Group
- Stakeholder interviews with marketing, technology and third party web team leads across RMG brand companies, competitive analysis, experience modelling and process flow development
- Worked with Carphone Warehouse/AOL Broadband to launch new Desktop software to the UK market

AOL (Time Warner) | <http://www.aol.co.uk>

AOL Europe | <http://www.aol.eu>

Product Manager – May 1999 – March 2008

- Product lead for European portal project delivering unified user experience, social networking, user-generated content, customisable design and features, and a shared delivery platform
- Product Management of web 2.0 AOL EU Homepage / Portal / Start Page. Working closely with colleagues in AOL LLC to deliver a truly global Portal welcome experience
- Product lead for AOL Software, AOL Instant Messenger and other communications products
- Working across countries to define product implementation and training strategies
- Provisioning training and technical support in London, Dulles, Dublin and Waterford
- A good knowledge of AOL's core business and the Internet as a whole built over eight years service

ACC Long Distance | Team Leader – May 1997 – April 1999

Best of Both Worlds (Travel) Ltd | Founder and Director – February 1996 – March 1997