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Iain Croll

Date of Birth: 9th February 1970

Citizenship: British

References: On request

Recommendations: <http://linkedin/in/iaincroll>

Drivers License: Current Full UK License

Skills & Strengths

Business Skills

- Over 9 years experience in New Media and Internet. Key understanding of the technical complexities of Internet products and websites. Working across countries within virtual teams. Introducing and teaching new products and technologies. Working on own initiative with ability to schedule and prioritise own and other peoples workloads. Budgeting and stock assessment and replenishment. Process and product definition. Providing professional internet and new media consultancy to the telecommunications industry with creative solutions and innovative thinking.

Project Management

- CareerTrack® Project Management trained, with experience as part of new product launches and ongoing support.
- Responsible for advising ACC resellers on their development in the areas of customer service and support activities required for a cellular project. Devised and delivered a bespoke Project Management course for AOL UK.
- Working with US and European teams to implement many UK strategies including reporting and publishing strategies.

Relationship Management

- Good negotiation and influencing skills. Ability to identify end user needs to plan differentiated market strategies. Accomplished communicator with a positive approach to staff organisation. Motivating and encouraging staff to meet deadlines and achieve targets. Good listening and excellent questioning skills. Making decisions to maintain high standards of customer quality and experience. Relationship building, corresponding with clients and prospective resources.

Technical Writing

- Composing requirements that support both the business strategy and the needs of the market
- Translating requirements into prioritised roadmaps
- Create requirements from which technical teams can deliver product features
- Used to working in an agile environment with skills in writing User Stories

Training

- Informing and training staff at all levels. Ability to learn and move between technologies quickly and retain technical information. High level of technical literacy. Provision and delivery of training programme to staff in the use of core proprietary publishing tools and software. Development of Cellnet Business Training courses for use within ACC Telecom Customer Care. Implementation of structured training, to develop customer service staff.

Customer Experience

- Responsible for ensuring usability is at the heart of product development. Working with focus groups and conducting online research to ensure products met and exceeded customer expectation. Translating user needs into prioritised requirements. Working to enhance the user experience through analysis, feedback and usability testing.

Technical & Internet Skills

- **Operating Systems:** Windows Vista, XP, 2000, ME, 98, 95 & 3.1, Mac OS 9 and OS X
- **Programming Languages:** HTML, Rainman, SHARK, CSS(basic)
- **Desktop Applications:** MS Visio, Photoshop(basic), Dreamweaver, Internet Explorer, Firefox
- **Web Applications:** Wordpress CMS, greymatter CMS, Movable Type CMS, MS SharePoint
- **SEO:** Good understanding of how to get the best results from Search Engines
- **DDA:** Understanding of how the Disability and Discrimination Act influences design and build
- **Web 2.0:** Good understanding of user generated content and social networking

Employment History

2007 - Date Self Employed

Technology, Media & Telecommunications Consultant

Working with Carphone Warehouse/AOL Broadband to launch new Desktop software to the UK market, highlighting risks and issues which may impact the UK network. Working with Post Office Ltd to launch their combined telephony and broadband product using a managed service provided by BT. Role involved managing the implementation of the sales website, customer account website and the engagement portal proposition, also creating the contract schedules and supplier negotiations. Worked with weeworld.com on their music download and integration strategy.

1999 - 2007 AOL UK and Europe

Product Manager (Homepage and Portals, EU)

Product Manager (Communications, UK)

Senior Technical Trainer (Publishing Operations, UK and Ireland)

AOL operates AOL Portals, AOL Instant Messenger and many other leading web products and services.

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. Including a unified user experience, social networking, user generated content (ratings, reviews and comments, tagging & blogging), customisable design and features, and a shared delivery platform. Development with an agile team, working directly with the lead developer and business owner.

Plan, build, launch and monitor the product lifecycles, including Business Justification/Business Case, Product and Localisation Specification, Technical Commissioning and Release.

- A good knowledge of AOL's core business and the internet as a whole built over eight years service
- Understanding the technical complexities of the different AOL products and their competitors to develop new advancements in product differentiation
- Technical build of differentiated content for the publishing tool offering targeted programming
- Provisioning training and technical support in London, Dulles, Dublin and Waterford
- Providing technical expertise liaising regularly with other departments and countries
- Problem solving and solution facilitation for business critical projects
- Working across multiple departments in a virtual team on a variety of projects including launching new product differentiated home pages, implementing tracking on AOL websites, and defining process and strategy for new publishing tools
- Working across countries to define training strategies and product implementation strategies
- Part of a team meeting customers in their homes and interpreting their feedback to create better customer experience

1997 - 1999 ACC Long Distance (UK) Ltd

Team Leader

ACC are a fixed and mobile telephone service provider, with many blue chip clients. Specialising in International and long distance calling with a network of resellers around the country. ACC also provide services for many universities in the UK and a selection of number translation services.

- Devising and provisioning multiple training programmes for Customer Service Specialists
- BT Cellnet Administration and Billing system training for ACC staff
- Providing technical cellular assistance to the new product launch team and marketing channels
- Training team members in the use of all ACC software including Microsoft packages
- Implementing customer support for ACC cellular services including training schedule and provisioning
- Advising ACC resellers on their development in the areas of customer service and support activities
- Coaching and training of current Customer Service staff including monthly indices and quarterly appraisals
- Real-Life® Project Management skills and SPIN® coaching for effective sales
- Assisting ACC resellers in creating third party relationships with suppliers

1996 - 1997 Best of Both Worlds Travel Ltd

Company Founder and Director

Best of Both Worlds Travel Limited dealt solely with clients travelling to London from overseas.

- Managing procurement, advertising and recruitment budgets
- Designing Internet site and raising customer awareness
- Marketing and product development for a mainly American target market
- Liaising with travel agencies and organisations both in the UK and North America

Summary of Qualifications

University of North London	Holloway Road London N7	1989-1993
Universiteit van Tilburg	Tilburg, The Netherlands	1992-1993
BA (hons) Business Studies (Leisure & Tourism) Lower Second		
Southport College	Mornington Road Southport PR7	1988-1989
4 GCE A Levels - Economics (B) Business Studies (E) Computer Studies (E) General Studies (D)		
Manor High School	St. Michael's Road Merseyside L23	1981-1988
7 GCE O Levels - Computer Studies (B) Mathematics (C) History (C) English Language (C) Physics (C) Chemistry (C) Geography (D)		