

Iain Croll

Technology, Media & Telecommunications Consultant

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Summary

Providing professional internet and new media consultancy to the telecommunications industry. Over 8 years experience in New Media and Internet technologies. Creative consultant and problem solver, able to use past experiences to help resolve current problems. Analysing and understanding both technical and commercial business requirements working through concept creation, product delivery and day to day management.

Specialties

Experienced in requirements gathering, technical documentation, product development and usability, training & development, internet technology, AOL proprietary technology, project implementation & change management initiatives.

Experience

Consultant at Source8

April 2007 - Present (3 months)

Product Manager, Homepage / Portal at AOL Europe

July 2006 - April 2007 (10 months)

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.

4 recommendations available upon request

Technical Product Manager, Communications at AOL UK

November 2005 - April 2007 (1 year 6 months)

Manage products from product definition through product localisation and release within the Product Delivery organisation of AOL UK. Plan, build, launch and monitor the product lifecycles, including Business Justification/Business Case, Product and Localisation Specification, Technical Commissioning and Release.

12 recommendations available upon request

Senior Technical Trainer, Publishing Operations at AOL UK

July 1999 - November 2005 (6 years 5 months)

Understanding the technical complexities of the different AOL products.

Technical build of differentiated modules offering flexibility in targeted programming.
Provisioning training programmes or technical support in London, Dulles, Dublin and Waterford.
Providing technical expertise liaising regularly with other departments and countries.
A good knowledge of all publishing tools.
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 welcome screens, ASPP tracking, and defining process and strategy for new publishing tools.
Working across countries to define training strategies and product implementation strategies for the UK.
Part of the ReMember initiative, meeting AOL members in their homes and interpreting their feedback.
Part of the Web Standards Advisory Group at AOL working towards download standards for the UK business.

13 recommendations available upon request

Customer Service Team Leader - Business and Cellular Services at ACC Telecom (later WorldxChange)

July 1997 - July 1999 (2 years 1 month)

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 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.

Education

University of North London

BA (hons) Business Studies (Leisure & Tourism), Business Studies (Leisure & Tourism), September 1989 - June 1993

Universiteit van Tilburg

Tourism, Dutch Language, Dutch Culture, 1992 - 1992

Activities and Societies: ERASMUS

Interests

Accessibility (Web)

Usability (Web)

Download Standards (Web)

Tourism

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29 people have recommended Iain

"Iain has the rare talent of being able to explain technical projects and/or complications in a very straightforward and understandable way. He understands all the detail in depth, but can bring the marketing teams along with him by tailoring his message to his audience. I would welcome the chance to work with him again."

— **Laura Hodgson**, *Senior Manager, Partner Marketing, AOL UK*, worked with Iain at AOL UK

"Iain is an excellent communicator and superb guy to work with. With Iain in the team things progress rapidly and everyone is having fun at the same time. I highly recommend Iain!!!"

— **Lauri Monroy**, *Technical Product Manager, AOL UK*, worked directly with Iain at AOL UK

"Iain is a highly knowledgeable and skilled individual who excels at making complicated and involved technical information readily accessible to the lay user, engaging those he works with and bringing drive and motivation to his projects."

— **Mark Reynolds**, *Moderation Co-ordinator, AOL UK*, worked directly with Iain at AOL UK

"Iain was a technically-capable AOL veteran. He knew pretty much everything there was to know about the world of AOL and was happy to impart his wisdom to others."

— **Paul Bennett**, *Group Editor, AOL*, worked with Iain at AOL UK

"Iain is an innovative thinker with creative ideas that has proven valuable numerous times, including spear heading launching products that required understanding of new technologies as well as training of employees to use the products. He performed both tasks with a work ethic, skillset, and attitude that directly impacted the success of the Publishing Operations team at AOL UK and the company as a whole. He was a true asset to the company and a lot of fun to work with!"

— **Ana Bakalinova**, *Producer, Publishing Operations, AOL*, worked directly with Iain at AOL UK

"Iain's role in AOL UK was the basis for most of the intellectual properties of the company. Iain constantly went beyond the book and into a conceptual level that inspired a lot of successful work within the company. His ability to understand and adapt to both technology and business

methodology make Iain both a pleasure to work with and a successful member of staff."

— **Patrick O Leary**, *Software Engineer, AOL UK London*, worked with Iain at AOL UK

"I have worked with Iain on a number of projects at AOL. Iain is highly professional, skilled and creative. He is also a great communicator and fun to work with. He is a team player and a real asset to any successful business. I highly recommend Iain."

— **Zed Chamaa**, *Head of Entertainment Product Delivery, AOL Europe*, worked directly with Iain at AOL UK

"I've worked with Iain for a number of years at AOL and have always found him to be very calm under pressure and extremely professional. He has sound technical knowledge and has a very uncanny knack of ensuring non-technical people understand the capabilities and functions of products."

— **Lin Wong**, *Marketing Manager, AOL*, worked with Iain at AOL UK

"I worked with Iain during our time at AOL. I was a support engineer and he was one of my main contacts at AOL UK. I found Iain's work to be exemplary and his communication was always on the ball, effective, and timely. He picked up the technology incredibly quickly and surpassed my knowledge in many areas. If I have the opportunity, I would definitely work with Iain again."

— **Sue Boyle**, *Sr. Support Engineer, AOL, LLC*, worked with Iain at AOL UK

"Iain has the rare combination of creative vision and strong technical skills. He has a great enthusiasm for his work and always knew his products inside out which was crucial during testing phases. Iain is fun to work with and always willing to lend a hand at the end of a long day. I would strongly recommend him to any organisation."

— **Clare Hatfield**, *Beta Manager, AOL UK*, worked directly with Iain at AOL UK

"When I was ever in need of technical support, whether for training or working through technical issues, Iain's knowledge and ease of communicating solutions were his strong attributes. He has a great skill that could translate complex information into a easy to understand language. A great asset for any project."

— **Sarah Greig**, *Design Manager, AOL*, worked with Iain at AOL UK

"Iain has a wonderfully positive outlook on life and likes to find solutions to queries (never problems to him). He is sharp, quick and solution-led. He is responsive and a true team player and knows his subject(s) inside out. A great guy!"

— **Camille deStempel**, *Director of Policy, AOL UK*, managed Iain indirectly at AOL UK

"The most technically literate person I've worked with. If he couldn't fix it (or immediately identify the person who could) it wasn't fixable"

— **Philip Fry**, *Senior Editor Money / Partner Relations, AOL*, worked with Iain at AOL UK

"During my time at AOL UK as executive editor and acting editorial director, I had the pleasure of working with Iain. Iain was always a committed, diligent worker and a key member of the publishing operations team at AOL UK -- I relied on him and other members of his team to come through in managing and supporting key editorial projects on the service during a period of great change. His manner was always amiable and professional -- just the sort of reliable sense you want from someone who's part of the key underpinnings of an ISP's day to day functioning! I would be very glad to work with Iain again and think he'd be an asset to any team or project."

— **Lorie Parch**, *editor, AOL UK*, managed Iain indirectly at AOL UK

"I worked with Iain over the course of seven years. As a trainer, Iain was second to none - able to explain often complex technologies and concepts in a clear, understandable fashion. However, as was the way with the company, he was often required to implement some of these technologies, too, and it was his ability in this regard that impressed me most. From concept to launch to post-implementation, Iain truly got it."

— **Dale Price**, *Assistant/Associate Producer/Producer, AOL UK*, worked indirectly for Iain at AOL UK

"Working with Iain is an absolute pleasure. He is extremely adaptable to changing environments, and is highly focused on delivering client focused products and features. He has a strong creative side and a great outgoing personality."

— **Wendy Glasgow**, *Development Manager, AOL*, worked directly with Iain at AOL UK

"Iain is a joy to work with. Inquisitive, creative and quick, Iain is an incredible source for new ideas, solutions and is highly knowledgeable about most things. His enthusiasm for his work and those around him is infectious."

— **Georgina Harrington**, *Co-ordinator, Internal Communications, AOL UK*, worked with Iain at AOL UK

"I recommend Iain because he is a highly intelligent and skilled professional with a great sense of humour. I enjoyed working with him at AOL and look forward to working with him in the future."

— **Dirk Wybe de Jong**, *Senior IMD, AOL*, worked with Iain at AOL UK

"Iain is not only effective and professional in his work; he is an asset to any organisation. He is always willing to go the extra mile for the company. He understands that companies are made of

people. He cares about his professional deliverables while being a strong contributor to any team."

— **Stephanie Bavaro**, *Head of Projects, AOL Europe Technology, AOL Europe*, managed Iain indirectly at AOL UK

"While I worked at AOL, Iain fulfilled the position of Scrum Product Owner. He understood the role and was highly effective, very enthusiastic and extremely knowledgeable. He was always collaborating with the Scrum Team to steer their efforts by providing timely and invaluable feedback. Without a doubt, Iain's proactive yet relaxed approach helped the team achieve the desired results. Iain takes responsibility and isn't afraid to be held accountable. He is decisive and always ready to be creative. I strongly recommend Iain."

— **Simon Baker**, *Agile Coach and Scrum Master, AOL*, worked directly with Iain at AOL Europe

"Iain was a strong Product Manager for the EU Portal Homepage at AOL. His knowledge of the AOL Products, the informational flow and understanding of technologies used were an asset to the fast paced development of the Beta web site. Iain consistently delivered tasks of high quality in a timely manner, a necessity within the Project's tight development timeframes. Iain is a very approachable person, on a personal and professional level."

— **Stephanie Foster**, *Project Manager, AOL (Europe)*, worked directly with Iain at AOL Europe

"Iain does not shy away from responsibility. I had the pleasure of working with him very closely on our portal project. We were at a bit of a standstill until Iain joined the team. Quickly and confidently he took to task the means of getting us back on track. He is knowledgeable about the internet and how consumers will react. Not only in Europe but seemingly worldwide. I appreciate his candor and enthusiasm for the work and the team. He is one of the finest product managers I've worked with in my career."

— **Charles Eklund**, *Program Director, AOL Europe*, managed Iain at AOL Europe

"Iain's good humour and relaxed approach saw the AOL EU Portal project through many tricky stages in its development. Working with Iain was always a pleasure and never a chore. His relaxed approach disguised a committed and industrious team player determined to see the best outcome for the project. Iain's knowledge and expertise guided me in all my design work on this project."

— **Charlie Francis**, *Senior Designer, AOL UK*, worked directly with Iain at AOL Europe

"Iain is extremely resourceful, committed, enthusiastic and effective in his role. He brings a professional and well balanced outlook to all of his projects. A pleasure to manage."

— **Richard Llewellyn**, *Senior Technical Product Manager - Software and Connectivity, AOL UK*, managed Iain at AOL UK

"Iain is one of those rare people in the world to work - someone who you can always rely on to get the job done with enthusiasm, professionalism and when he says he will. A joy to work with!"

— **Rob Mansfield**, *Senior Editor, AOL*, was with another company when working with Iain at AOL UK

"Iain is someone who brings energy to anything he works on. Lots of bright ideas and the enthusiasm to carry them through to fruition."

— **Anna Fraser**, *Senior Technical Product Manager, AOL UK*, worked directly with Iain at AOL UK

"Iain was a delight to work with: his knowledge of AOL, the medium we worked in and the patient way in which he'd explain and help was a great asset on every project I worked with him on."

— **Iain Davidson**, *Senior Producer, AOL UK*, worked directly with Iain at AOL UK

"The dude knows his stuff. Almost anything on AOL he's knowledgeable about and is a great resource to ask about nearly everything. It's just a shame he's such a Mac-head. I guess everyone needs their kryptonite."

— **Richard John**, *Senior Producer, AOL UK*, worked directly with Iain at AOL UK

"If ever there's a technical problem I can't handle or don't understand, I talk to Iain. His broad technical knowledge and deep understanding of what we do is a great asset to the company"

— **David White**, *Client Release Manager, AOL UK*, worked with Iain at AOL UK

[Contact Iain on LinkedIn](#)