

James Gardiner

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PROFILE:

Experienced product and software strategist with a background in managing technical products to ensure they meet the business requirements. I enjoy bridging the gap between the technical and sales and marketing teams. I am comfortable communicating at all levels from software programmers and high-tech developers through to sales, customers and investors. I am fascinated in new technology and how it can be monetised while having a real benefit to our lives.

CAREER HIGHLIGHTS:

- Co-founded Power Ethernet and launched multiple innovative integrated data networking products.
- Designed, prototyped and managed the software development of the Power Ethernet Sockets which are active intelligent devices that are managed via the Cloud and connects the network devices and Internet of Things together becoming the backbone network for the Smart Home / Building
- Launched BT Voice Continuity which quickly became the bestselling solution within BT's Business Continuity portfolio and now used by 7 out of 10 UK banks
- Introduce and defined Colocation Services in 7 countries across Europe (Redbus Interhouse plc).
- Successfully created, built and developed two major brands (Demon and Redbus).
- Raised awareness and mass appeal of the Internet in corporate and consumer markets. (Demon)
- Oversaw marketing and PR functions during Demon's growth from £2M to £30M.

CAREER HISTORY:

November 2017 to Present

PRODUCT MANAGER

LexSnap

LexSnap is a family law and immigration legal services platform that uses AI and natural language search capability to engage with potential clients who are evaluating their legal options. This technology helps us to provide our clients with the information they need as efficiently and transparently as possible. They can access an array of pre-prepared legal answers that often clarify the extent of their legal need and are then connected with a lawyer from our platform who is interested in their case.

- Joined a month after the MVP to retool into a stable platform eCommerce platform on AWS
- Hired a new development team of remote developers covering frontend, backend, UI and QA
- Responsible for product vision and delivery building a customer-centric platform

January 2010 to October 2017

CO-FOUNDER / DIRECTOR OF PRODUCT STRATEGY AND SOFTWARE:

Power Ethernet

Power Ethernet is a British innovation company that designs and develops hybrid networking convergence solutions delivered through the existing electrical mains using Powerline technology. Use cases include Home, Business, Hotels, Social Housing, Assisted Living and Listed Properties. Power Ethernet solutions are a proven alternative to structured cabling and create the intelligent network backbone to the digital home. Solutions are now installed in the likes of Buckingham Palace, used in rapid deployment of temporary buildings for Konstructa Portakabin through to high-end hotels including De Vere and The Royal Crescent Bath Hotel

- Responsible for product, software strategy and propositions for a new class of data networking devices within B2B and B2C
- Managing multiple projects in deadline-driven environments from software, QA through to installations
- Created the business plans, investment memorandums, presentations and propositions that raised the business funding from high net investors

- Managed software developers across multiple teams and countries including for Windows, mobile apps, cloud and embedded firmware ensuing interoperability following agile principles
- Took multiple products from prototype to launch including software, user guides, documentation, packaging, marketing communications, messaging and collateral
- Responsible for end to end design and management of product software development from production test suites, device firmware, UI and web interfaces, mobile and desktop applications through to cloud platform and services
- Created training material and booking platform with over 400 attendees have paid to date to become approved installers

August 2005 to August 2009

DIRECTOR OF MARKETING COMMUNICATIONS:

Resilient Networks plc

Resilient Networks moved from selling its highly flexible telephony solutions as “boxes of tin” to a high margin recurring revenue business model by selling hosted services. Selling predominantly through BT, the propositions were carefully aligned to BT’s vertical market strategy and a new continuity service was created which quickly became the fastest selling solution within BT’s Business Continuity portfolio. Revenue grew from £2.5m to £6m during that period.

- Defined the business continuity and disaster recovery propositions and the UI of the service.
- Responsible for defining the new propositions and collateral for the new hosted environment.
- Successfully promoted the company within BT increasing the visibility and awareness of the solutions by defining and aligning the propositions to BT key markets like banking, health, police, local/central government and defence.
- Responsible for the launch of new voice continuity solutions which became the fastest selling solution within BT’s business continuity portfolio and is now used by 70% of all UK banks
- Work with sales to ensure that the MRD is in line with the marketing plan ensuring accurate and compelling product positioning and messaging.
- Oversee and monitor marketing communication which includes public relations, events, partner co-marketing, websites and analyst relations.

January 2005 to July 2005

HEAD OF MARKETING COMMUNICATIONS:

Inclarity PLC

- Ownership and development of the corporate brand across company and channels.
- Develop, maintain and evolve marketing communications tools that increase awareness of solutions within the channel and drive increased revenue capacity at the partner level.
- Responsible for building PR, Journalist and Analyst Relationships.
- Managing company websites from copy, coordinating implementation and managing updates
- Responsible for sales events, seminars and exhibitions, relationships with external agencies including marketing, web and PR. Responsible for launch plans, promotion, collateral, and sales training.

September 2002 to December 2004

PRODUCT MANAGER / CONSULTANT:

PRNC Ltd

- Employed as a product consultant for Research Machines. Responsible for developing Connectivity Solutions including, content generation parts and prices, billing, bids and proposals, training and sales briefings.
- Owner of key projects including Firewalls, Spam Filtering and Web content filtering building customer requirement specification, product information through to delivery
- Responsible for launch plans, promotion, brochures, positioning, and sales training
- Supporting and driving the sales channels and marketing, working with sales on specials/bids, leading cross-functional teams to deliver on time and on budget.

June 1998 to August 2002**GROUP COMMUNICATIONS MANAGER:****Redbus Group SA**

- Responsible for development and implementation of Groups marketing and PR strategy
- Key role at executive level in developing brand, communication and marketing strategy
- Created formal systems and controls for all marketing and PR activity across the Group
- Handled the negotiations involved in a £2.5Million sponsorship deal with Charlton FC
- Developed and managed PR campaigns with agencies in 7 countries across Europe
- Successfully launched new products and services across major European cities
- Defined the product requirements for Redbus Interhouse's hosting products and services
- Leadership and management of a motivated team of business support professionals
- Developed budgets, forecasts, targets, strategy and business systems and processes

April 1995 to May 1998**HEAD OF CORPORATE COMMUNICATIONS:****Demon Internet**

- Responsible for developing brand awareness, PR and communications strategy
- Appointed to largest ISP in Europe during period when T/O grew from £2M to £30M
- Company grew from 30 staff and 45,000 customers to 560 staff and 200,000 customers in 3 years
- Accountable for strategic positioning and messaging during company's sale
- Coordinated tactical implementation of weekly Trade, Press and Broadcast interviews
- Successfully developed companies authoritative position in market and industry
- Raised brand awareness delivering exponential growth via customer recommendation

March 1994 to March 1995**TECHNICAL MANAGER:****Financial Management Consultants**

- Responsible for managing a team of technical computer forensic examiners and assessors
- Appointed to co-ordinate the production of expert witness reports for litigation
- Managed all internal IT systems

March 1990 to February 1994**EUROPEAN PRODUCT MANAGER:****WordStar International**

- Leadership of a multi-functional team of staff reporting to the VP of Marketing
- Developed strategic alliances and channel partners to maximise sales opportunities
- Evaluated new software products and solutions and introduced to the marketplace
- Responsible for the sign off the UK and European versions of WordStar word processor

SKILLS SUMMARY:

- Strong analytical and problem-solving skills
- Experienced in managing technical projects and teams
- Software development best practices
- Product and Software Strategy
- Product Management
- Tactical and Strategic planning
- Partner and Channel management
- Expert at translating technical detail into clear customer benefits.
- Hands on experience in building and growing start-up businesses.
- Web design, SEO and promotion
- Brand Development, E-Marketing
- Quality Control and Implementation
- GDPR Experience
- Excellent working knowledge of MS Office
- Unix, Linux power user, VoIP, Oracle VirtualBox, VMWare.
- Programming in scripting languages like bash, awk, MySQL within embedded devices through to cloud services
- Experience in product and project management, Agile programming practices, Kanban, Scrum, Confluence, Jira, Git, Bitbucket and others

PERSONAL DETAILS:

- Excellent references available on request