

Tom Dolan

75 Woodlands Avenue, London E11 3RB

tom@leaningforward.com, 07932 042614

An experienced senior product owner/multiplatform commissioner, expert in developing innovative digital services and leading delivery or profession teams. Nineteen years of editorial, technical and management experience within digital media are combined with strong strategic and creative skills.

Eleven years at BBC, MTV and ITV's digital teams have led to outstanding skills in the media sector. Four years at agencies/TV indies as a creative lead/account manager developed my commercial understanding. Currently working within government, using all my different skills to lead the agile development of state-of-the-art user-centred propositions that improve lives and save money.

Key projects and brands include X Factor, Legal Aid Agency, Vodafone, Houses of Parliament, and The Only Way is Essex. Has delivered services to almost every audience sector and platform, launched apps downloaded over a million times, managed complex multi-lingual websites, and shaped communities that produced millions of social interactions.

Government Digital Service— Oct 2016-Present – Senior Product Manager

Product owner on Civil Service Digital, a team within GaaP working to improve the internal services given to civil servants.

- Led multidisciplinary team to successful Alpha assessment pass on all 18 points, working with wide variety of user groups and stakeholders including DWP, Civil Service Employee Policy, Cabinet Office HR, Civil Service Learning, Common Technology Services
- Identified and prioritised opportunities across this large and challenging space, focusing on those which will provide most learning and greatest value with least risk
- Worked with team to introduce 'value discovery' techniques alongside those more suited to replacing existing transactional services
- Mentored associate product manager and a BA; deputised for product community lead; provided input into Product career pathway
- Lead assessor on several services, including the GDS Service Manual itself.

Ministry of Justice – Sep 2013-Sep 2016 – Product/Service Manager

Led 13-strong multidisciplinary team working within agile methodologies to develop digital products based around user needs. Transform and improve effectiveness of government services, and challenge organisational culture.

- *Civil Legal Advice* – online diagnostic tool and call centre software processing 20,000 cases per month for the most disadvantaged in society. MOJ's first project to pass all 26 points of the service standard at Alpha assessment. Staff said "we wish all our software was like this".
- *Jury Summons* – Discovery project to investigate opportunities for transformation of this ancient process to become fully digital and save >£1m/year.
- *Digital Case File* – Discovery on an ambitious project to improve structured data flows between Police and Crown Prosecution Service, working with stakeholders from Greater Manchester Police and Home Office. Through workshops and research, showed that a standalone solution would not be possible at an appropriate price.
- *Victims Information Service* – Evolving vision from No.10 to create a good fit with true user needs, despite tight timescale and complex policy context. Presenting project updates to ministers, private office, Police and Crime Commissioners, high-profile victim stakeholders.
- MOJ internal Service Standard assessor, deputised as head of MOJ Product community.

LeaningForward – Oct 2012-Present – Freelance Creative Consultant

Speaker at various conferences

- *SRGSSR (Swiss state broadcaster): Ateliers de Programme Chur* – Keynote speech and workshop on second screen and multiplatform
- *Arts Council* – Speaker/Mentor on “Ideascamp” workshop to develop new digital artforms.
- *Publishing for Digital Minds* – Panellist at London Book Fair digital conference strand.
- *IBC 2013* – produced sessions on second screen and multiplatform commissioning.

Exec producer on a wide range of creative projects

- *Fuel4* – C4-funded Exec Producer at fact-ent TV indie Betty, embedded within TV development team to explore new forms of multiplatform Factual service.
- *AKQA* – Editorial lead on new branded content platform for Vodafone at global top-5 digital marketing agency. Proposition development, scoping and specification.
- *BBC Connected Studio* – curated a multiplatform narrative showcase to inspire those pitching to develop an experimental digital episode for black comedy “Inside No 9”.
- *TwoFour* – develop digital content/app propositions for pitching to C4 commissioners.
- *Coney* – Member of advisory board for NESTA-funded research project on digital theatre.

ITV Online & On-Demand – April 2011-Aug 2012 – Head of Entertainment, itv.com

Commissioner/product owner for portfolio of world-class digital propositions, aiming to increase participation, impact and ROI on all platforms. Built ITV’s reputation as innovators in interactive entertainment. Led roadmap of second-screen playalong apps. Managed internal team of producers, as well as external technical and content suppliers to deliver on time and to budget. Extensive work with TV, sponsorship, technical and compliance stakeholders to get projects live.

- *X Factor: Tap to Clap* – launched second-screen mobile app with >1m downloads. Improvement to site and content increased clip views by 50%.
- *The Only Way Is Essex* – social media and web content strategy for ITV2’s phenomenon. Launched ad-funded webisodes “Fresh Out of Essex” to run between broadcast series.
- *Dancing on Ice: Score the Stars* – 4.5-star mobile app/site allowing live scores from the audience at home to be fed to presenters as part of the contestant reaction spot
- *Britain’s Got Talent 2012: BGT Buzzer* - mobile app featuring live backstage streams
- *Who Wants to be a Millionaire: The Nation Plays* – web/mobile playalong.
- *Minute to Win It* – digital support for ITV2’s first fully ad-funded programming.
- Other websites/apps include *CITV, Take Me Out, Red or Black?, Jonathan Ross, Superstar*.
- Projects nominated for Broadcast Digital, AOP, NMA awards; shortlisted for BAFTAs.

Cimex Media Ltd – July 2008-March 2011 – Digital Strategy Consultant

Key member of the senior team within a 50-strong digital agency. Primary account director and strategy lead for broadcast, media, UX and mobile clients. Responding to briefs, pitching ideas.

- *Directgov Mobile* – a/c director & internal Product Mgr, working with client stakeholders
- *MTV OD* – multi-stage user research and strategy for MTV UK’s pay player service
- *BBC Comedy* – restructure of video-rich site, covering UX, SEO and Social strategy
- *Houses of History* - Design Week-shortlisted interactive timeline for Houses of Parliament
- *Peoples Millions* – annual redevelopment of event site for BIG Lottery Fund
- Other work inc: Wall to Wall/BBC, Mentom/BBC, Five, AETN, European Food Standards Agency, Anadin, British Library, Natural England, HSE, Star.net, Capita, BBC NI

Glasshead Ltd – Oct 2006-July 2008 – Head of Interactive

Project manager/Producer at TV indie on complex interactive e-learning and education services, including: BBC Jam Maths 14-16; Institute of Physics, Teachers TV, Bowland Maths, GE.

MTV Networks International – Jan 2004-Oct 2006 – Senior Manager, Mobile; Project Manager

Manage complex multi-language sponsored cross-platform projects at bleeding edge of mobile and web technology, using both internal and agency resources in multiple sites and timezones.

- *MTV Load* – ground-breaking user-generated mobile content service for Motorola.

- *Nokia Starzine* - moblogging magazine service with gamification and competition features
- *AAA* - mobile app band management game for Motorola
- *Staying Alive* redesign HIV-awareness site and content, adding Chinese and Russian versions.

London Weekend Television/Granada – Nov 2003-Jan2004 – Interactive Producer

- *I'm A Celebrity, Emmerdale* – site producer/content editor

BBC Fictionlab / iD&E – Nov 2000-Feb2003 – Head of Interactive Development

Lead digital innovation team within Drama and Entertainment, focussed on mid-term disruption. Devise, prototype and launch services for emerging platforms. Champion interactive narrative and entertainment formats internally and to the wider industry. Liaison with R&D, MIT MediaLab etc.

- *Top of the Pops* – coproduced first red button Xmas multiscreen with BBCi tech team
- *Eastenders* - exec Digital Cable service with extensive cross-platform content reuse
- *BBCi Entertainment* – exec red button entertainment/drama video loops service
- *John Godber's Thunder Road* - devise and exec BBC's first iTV drama on KiT platform.
- *Banff 'Interactive Screen' conference* - mentored Canadian web and TV producers

BBC Online – March 97-Oct 00 – Category Producer

Set up 12-strong business unit developing key Music brands online, inc TOTP, Eurovision, Later..., Children In Need, The O-Zone. Produced site for UK leg of groundbreaking NetAid global webcast. One of my earliest BBC sites – arts strand 'The Works' - even had the old sloping logo.

Charringtons – April 91-March 96 – Systems Analyst/IT Strategist/DBA

A wide variety of systems design projects for IT, Marketing and Finance teams in an oil sales and distribution company. Created a solid technical understanding used to build relationships with technology stakeholders to this day.

Education and professional standing

Secondary: St Edmund's College, Herts. 14 O, 2 AO, 3 A levels and 1 S level.

Tertiary: University of Warwick (attended Applied Maths Degree, with units in Music)

Training:: Certified Scrum Product Owner (Roman Pichler 2015), Agile UX and Scrum, Product Roadmapping; Marty Cagan (Silicon Valley Product Group - 2016) "How to create Products Customers Love".

Many other training courses in management and personal development.

Conferences such as Mind the Product, Nudgestock, Digital Shoreditch, MIP, GEITF, MWC.

Voting BAFTA member for film, games and TV; have regularly taken part in juries.

Interests

I compose music in a keyboard-filled home studio in the cellar, and also play classical piano. I take part in occasional gigs in even-more-occasional bands; for the last two years I've got 400 people dancing with 80s satirical pop act the Dubious Brothers (supported by Phill Jupitus), prior to which I played with comedy legend and 'Bonzo Dog Doo Dah Band' founder Neil Innes.

My lo-fi conference talk "Shit, I'm A Manager", introducing people-management skills to highly technical people, was downloaded thousands of times and was a recommended read on the BBC's leadership programme at Ashridge Business School. Keeping people motivated and learning in the ever-changing digital world remains a fascination to this day.

I've been a guest on social media podcast "Off the Wall Post" talking about participation in the mainstream. Words like 'inspirational' and 'fascinating' have been used about it, which was all the more pleasing given that my episode came after TV presenter Dr Aleks Krotowski.

I'm slowly being sucked into cycling, love the more sociable end of console gaming, and any remaining time is spent with my family or indulging my passions in the kitchen – cookery and wine.