

TOM DOLAN – CURRICULUM VITAE

Contact

75 Woodlands Avenue, London E11 3RB
Tel: 020 8989 2947 (h), 07932 042614 (m)
Email: tom@leaningforward.com

Overview

An enthusiastic, widely experienced expert in developing and leading digital media projects at a senior level, across web, mobile and iTV. A decade at BBC, MTV and ITV has led to outstanding skills in the broadcast sector. Key projects and brands include Nokia, Parliament, EastEnders, Top of the Pops, Children In Need and Anadin. Have launched high-profile sponsored multi-territory online and mobile properties. Four years in the indie and agency sector have built on strong strategic skills, enabling rapid analysis of diverse stakeholder, commercial and user needs to create appropriate, cost-effective solutions. Regularly sits on juries for interactive awards including BAFTA, BIMA and RTS.

Major Skills

Project Management – large-scale projects include MTV Starzine, BBC jam and NetAid.
People Management – have managed teams of 10-15 staff in multi-project environment.
Information Architecture and Usability – user-centred product design.
Business and Systems Analysis – analysing briefs and business needs to propose solutions.
Editorial and Creative Leadership – blue-sky work with technology and creative teams.
Cross-platform Advocacy – building respect between linear media and digital teams.
Internationalisation – planning multi-territory and multi-character-set productions.
Business Skills – sales, client liaison, contracts, budgeting, financial management.

Employment History

Cimex Media Ltd – July 2008-present – Digital Strategy Consultant

Key member of the new business and account management team within a 50-strong digital agency, winning new clients and developing key accounts. Working collaboratively with Content, UX, Design and Development teams to devise solutions to large numbers of client briefs from commercial, government, charity and media sectors. Representing client interests and providing strategic input into commissioned projects. Lead contact on broadcast clients and for UX/UCD and mobile work

- BBC Comedy – led IA, SEO and social media marketing strategy for video-rich site, working with internal tech team and content producers to spec reusable aggregation tool; act as Product Owner for initial phase of project.
- Parliament – 'Houses of History' Flash interactive timeline praised by Lord Puttnam.
- Five – won client for ongoing user testing and Scrum-based design and IA work.
- Flash games and mobile apps for BBC, Homiman Museum, Bowland Maths, HSE
- Sites for Anadin, Star.net, British Library, Northumberland Council, HSE, Capita
- Research and prototyping projects for MTV, BBC and others.

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

Managing £1m+ interactive e-learning projects involving multiple interactives to Flash minigames. Leading teams of Flash developers and animators, internal and external.

- BBC Jam – Maths 14-16. Creating games around Top Gear, Glastonbury, Doctor Who and other key brands to provide motivated and integrated maths learning.
- Bowland Maths – project manage complex and highly politicised video and DVD production for Bowland Trust/DCSF
- Produced animations for Teachers TV, GE, Institute of Physics

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

Manage multiple complex cross-platform projects at bleeding edge of mobile and web technology, using both internal and external resources.

- Load2 user-generated mobile content service for Motorola – project and workflow specification, planning infrastructure for scaleable mobile service delivery.
- Specification and project management of Nokia “Starzine” game-ified moblog in six languages and ten countries, coordinating eight resource teams
- Managing complex internal and external production resources on “AAA” mobile/web trading game, reconciling differences to ensure delivery; providing motivation and creativity in contractually challenging conditions
- Working with commercial and ad sales teams to develop digital product menu
- Redesign “Staying-Alive” HIV-awareness site in ten languages, including Chinese and Russian, updating enterprise CMS to ensure full Unicode/UTF-8 capability.
- Prepare pan-euro moderation policy involving broadcast standards and legal teams
- Line managing staff on Starzine, AAA and Staying-Alive projects

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

Short term contract embedded within TV production and digital teams

- Devise and plan web and mobile content for “I’m A Celebrity...”
- Produce gaming briefs for external suppliers
- Produced and editorially maintained /emmerdale, working with remote TV teams.

MTV Networks Europe – Mar-Oct 2003 – Pan-European Web Producer (contract)

Deliver localised sites as part of European commercial sponsorship deals.

- Specify and produce ten localised sites for Motorola project MTV, regularly adding new minigames and competitions
- Develop content and user journeys to enhance sponsor brands and messages
- Integrate regionalised website with sponsor’s mobile content shop
- Introduce creative and process management, improving morale and productivity

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

Manage and Develop Drama and Entertainment business for interactive TV and emerging platforms. Champion interactive narrative and entertainment formats, adding gaming, quizzes and other user interactions to previously passive factual platforms.

- Recruited a diverse team of 10 and managed to highly productive collaboration
- Manage cross-discipline brainstorming and workshops, managing development budget
- Exec EastEnders Digital Cable service with extensive cross-platform content reuse
- Exec BBCi Entertainment Broadband portal, introducing new cross-team workflows
- Exec BBCi iTV entertainment loops service
- Coproduce ‘Top of the Pops’ Xmas multiscreen application on Sky
- Devise and exec BBC’s first iTV drama – John Godber’s “Thunder Road” on KiT.
- Exec EastEnders KiT (Hull interactive TV) service, working with DG’s office
- Successfully pitched and won 11 projects in BBC’s first eTV commissioning round
- Represented BBC iD&E at external events; liaison with MIT Medialab Europe
- Mentored Canadian web and TV producers at Banff ‘Interactive Screen’ conference

BBC Music Entertainment – March 99-Oct 00 – Category Producer

Set up 12-strong business unit developing key Music and Entertainment brands online.

- Creative management of teams producing ‘TOTP’ and ‘Music Live 2000’ sites.
- Produced pan-UK webcast for BBC Children In Need 1999.
- Launched and ran groundbreaking site for ‘Ozone’, leading way in BBC’s use of RealMedia and full of web exclusive clips and audience-led star interviews.
- Created and ran site for ‘Later’ including database of all artist appearances
- Produced UK end of ‘NetAid’ webcast from Wembley, working with UK and US TV and online teams and technology providers to plan editorial and infrastructure.

Freelance – January 97-Feb 99

Working on web and other projects. Web by reputation, some IT and PR via agency.

- Produced site for BBC Two arts strand 'The Works' – until recently the oldest non-news content still available on BBC website
- Produced websites for PR companies Portfolio, Metrica and Network Plus
- Produced touchscreen demo of UltraNVS aircraft antinoise system for Farnborough airshow, and developed Java audio player to support for web.

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

A wide variety of systems design and MIS projects in IT, Marketing and Finance teams.

- Migrate core business systems (200,000 customers) to new platforms and software.
- Specify new tools and develop with external providers
- Informix DBA and Unix system administrator for business-critical systems.
- Extensive ad hoc SQL data analysis for finance, marketing and sales teams.

Business Training

Several BBC management courses including leadership, performance management and H&S. Formally trained as a Systems Analyst, Unix Systems Administrator, SQL Programmer and Informix DBA. Other Technical training includes XML and Flash.

Academic

1980-87 - St Edmund's College, Herts. 14 O, 2 AO, 3 A levels and 1 S level.

1987-90 - University of Warwick (attended Applied Maths Degree, with units in Music)

Technical Skills

Project management tools: Visio, Project, MindGenius. Far more Office than is healthy.

Graphic design and other multimedia tools – Photoshop, Flash, Final Cut, Pro Tools

Web programming (14 years) – HTML, WML, JavaScript, Java, Perl, PHP

Database development and design (17 years) – MySQL Access, Informix, Paradox

Business application development (16 years) - C, Visual Basic, UNIX Shellsript, Perl

A wide variety of operating systems -Windows, MacOS, and several flavours of UNIX

Personal Details

Mobility:

Full clean driving licence since 1990.

Date and Place of Birth:

11th June 1969, London

Marital Status:

Married. Two kids. Three cats. A piano. It's great.

Interests

I compose music in a keyboard-filled home studio in the cellar, and after many years of playing by ear I'm studying classical piano and have played in local piano competitions. I am also one half of an electro duo, and will be driving the visuals for our first live gigs in mid 2011.

My NotCon'04 talk "Shit, I'm A Manager", introducing people-management skills to highly technical people, has been downloaded thousands of times and was a recommended read on the BBC's leadership programme at Ashridge Business School.

I'm a sucker for new hobbies, 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.