

Edward N. Bowen

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PROFILE SUMMARY

A freelance technology director with **20+ years track record of researching and implementing solutions for managing directors of high-growth B2B companies** from start-up to sale, three of which went on to sell for £15m+. As a flexible resource who has worked on a diverse range of projects for SME's I can take on many different roles as needed and enjoy tackling new challenges and technologies. Particularly passionate about helping businesses scale using technologies to streamline processes and automate. Bringing a fresh perspective, experience, determination and commitment. Available for freelance, project or hourly assignments. Happy to help, as and when needed.

KEY SKILLS & CAPABILITIES

- Working with high growth companies
- Researching technology solutions & implementing
- Working out solutions from first principles
- ERP integrations and building custom tools
- Digital project management
- Proven versatile problem solver
- Easily picks-up new technologies
- Working autonomously in an unstructured, fast-moving environment
- ERP integrations and building custom tools
- Managing accounts worth over £1m
- Commercial focus
- Managing web development using PHP, Linux, MySQL, HTML, Android & iPhone
- Building web teams in India
- Managing remote teams across multiple time zones
- Email marketing, SEO, PPC
- Product launch management
- Data management
- Stakeholder management
- QA/user acceptance testing

CAREER RECORD

YourTechnologyDirector.co.uk (May 2023-) – As a flexible technology resource I can take on many different roles as needed and enjoy tackling new challenges. Focus is on helping SME's scale using the best technologies to streamline processes. Helping organisation to adopt technologies to work smarter and scale. Happy to help, as and when needed.

Co-Founder - GoReusable.Org (May 2018-Feb 2023)

A social enterprise selling branded reusable eco cups that planted trees to organisations such as AstraZeneca, BBC, Lazard, O2, Coca Cola, Unite Students and 200+ more. Broke even 12 months after launch and for 6 months before Covid. The venture was badly hit by Covid, and after selling the remaining stock closed the venture.

Founder, GUMPTION - lucrative digital micro B2B web agency (Sep 2003 to May 2018)

Offering the full range of digital services including design, SEO, PPC, email marketing and web & mobile development. Below are a few of the challenges faced and solutions implemented.

Challenge: no experience of working in a web agency

Solved: researched & set up my own web agency with a unique proposition - working directly with India & offering free first stage designs. 85% gross margins. Built 80 websites in the first 18 months.

Challenge: needed more experience at working with web developers and understanding the technologies

Solved: built our own email marketing tool, SendaNewsletter, to test Indian developers' capabilities, learn technology inside-out and learn about launching and running an online service.

Challenge: needed to streamline working processes with team in India

Solved: built our own project management tool that transformed working practices

Challenge: major security hacking issues across all websites (a widespread web issue at the time)

Solved: brought in external security advice, researched solutions and attended security conferences. Finalised solution and worked with India to implement.

Client: Catalyst Direct, 2009-2016, built & managed CatNET, a business-critical bespoke online ordering system –

Challenge: Catalyst, a client, required business-critical bespoke web ordering system and for it to be integrated with their ERP

Solved: with no prior experience of ERPs, researched the solution, learnt the ERP, solved technical challenges and finalised requirements and executed. Original version cost £10k and was built in 6 weeks. Client went on to spend over £500k (85% gross margins) and sell their business for £21m. The system took orders for over 600m retail security tags

Client: Catalyst, 2013-2017, set up RFID capability (client fees £600k+)

Challenge: Catalyst wanted to expand into selling retail RFID security tags, but had no technical expertise.

Solved: rather than bring in external experts they turned to me to find an RFID solution. I researched the technology visiting potential suppliers in China, attending industry exhibition in Orlando. Rather than build the technology themselves I found a partner in Barcelona, that were a perfect fit. The Catalyst ended up spending over £600k with my agency on this work.

Challenge: taking the Barcelona retail RFID academic project to market

Solved: worked with Lucky Brand (LA), Gieves and Hawkes, Oasis, Suit Supply, Harvey Nicholls to commercialise this technology. For example, flew to Lucky Brand in LA, and with the US Sales Director on the first US project and spent a couple of days with Lucky Brand, finalising the technical solution and selling in the project for their flagship store. Project managed the solution with Lucky Brand, US sales director, Barcelona technology partner and my development team in India. The project included installing a suite of retail RFID solutions into store including smart screens, RFID printers, RFID checkout, sales staff RFID tablets and RFID security. The work also included configuring hardware and networks, integrating dashboards with reports using various APIs and working with product and inventory data feeds.

Client: GenesysRo, 2006-2018 - from no leads to 10,000 business leads, sold for \$18m

Client: Renoir Consulting 2008-2018, \$5m of revenue generated from newsletters

E-commerce Channel Manager, THE GAME GROUP PLC (Aug 2000 to Apr 2002)

A hands-on role included managing all day-to-day aspects of GAME's e-commerce retail store on Sky. Worked with Sky, third party digital agency and in-house the buying, marketing and warehouse teams. Saw off the heavily backed new entrant.

Business Consultant, The Henley Centre (Feb 1997 to Aug 2000)

Promoted from Analyst to Consultant within 18 months. Applied advanced Econometric forecasting techniques to help clients such as Boots, Camelot, EMAP, JW Thompson, Prudential and The British Library with their strategic planning processes.

▶ EDUCATIONAL RECORD

MSc (Eng) Operational Research, *University of Birmingham (Oct 1995 to Oct 1996)*

Awarded sponsorship from the European Council. The course covered twenty technical tools for solving complex business issues (including a project management module).

BSc Economics, *University of Bath (Oct 1991 to Jun 1995)*

Won a one-year paid placement at HM Treasury working for the International Finance Team. Automated weekly reports on Datastream.

A-levels, *Bearwood College (Sep 1984 to Jun 1991)*

Economics (A), Maths (B), Art (B)

▶ PERSONAL INTERESTS

Keen tennis player (2018 #68 in the UK in the over 45's), football, triathlons, golf, culture, food and films