

C U R R I C U L U M V I T A E

Anthony Jean-Pierre Price

Profile

An experienced information specialist, business analyst and project manager who specialises in organisational change management, process re-engineering and strategy implementation involving technology.

Has a solid background in change management, project management, information systems and business process management. Is able to analyse an organisation and make recommendations for change, then take a portfolio of projects through all stages of the life cycle to achieve maximum benefit.

Can take responsibility for strategic analysis and planning, project scoping and team building. Excels either as a sole consultant or in a small team.

Qualifications

1988 BSc (Hons) Computing and Information Technology
2009 PRINCE 2 Practitioner

Clients

BT	MTV
Channel 4	NHS Tower Hamlets Community Health Service
Dept for International Development (UK)	SITA Aero
Emap plc	Smart Card Integrations Ltd
George Wimpey	Sporting Bet plc
Johnson Fry Asset Management	Sporting Index Ltd
Ladbrokes plc	Thomson Regional Newspapers
Land Registry	Triple Line Consultants Ltd
Lloyd's Register of Shipping	Virgin
London Stock Exchange	Volvo Cars Ltd
Midland Bank (now HSBC)	

Career Summary

January 2010 to July 2010 - Information and change specialist

I worked for **NHS Tower Hamlets Community Health Service (CHS)** as an information and change specialist reporting to the Associate Director for Performance Management and Business.

My first project was a full analysis of the management information processes and data quality. I carried out extensive interviews with Heads of Service and captured the mechanisms they used to collate and record performance data as specified by

Commissioners and CHS management. I was able to highlight significant issues with regard to the quality and relevance of the data being collected and expose areas of process inefficiency. My report was presented to the Board for consideration and made over 15 recommendations.

From April 2010, I was given the role of Interim **Head of Information**. This role required the development (and execution) of a corporate information strategy whilst maintaining the timely and accurate production of Executive management and Commissioner reports. I managed a small team of data analysts working on report production.

Another part of this role was to implement recommendations from my Data Quality Report - one of which was to design and have developed a centralised **Management Information System**. This was based on a SQL Server database and would take feeds from existing 'dashboards' and core clinical and administrative systems. This would provide both the CHS Executive and Commissioners with a single, reliable source of information, standardised for the whole organisation on which decisions could be taken with a higher degree of confidence. I managed a single database developer to build and implement my design.

The project was partially successful as, within but one month of completion, major budget cuts meant stopping all development. It is expected that once funding becomes available again that the project will be completed as planned.

I was also responsible for Records Management requiring me to attend Information Governance meetings and establish a strategy for the storage, maintenance and timely destruction of clinical and corporate records.

Finally, as part of an **organisational change initiative**, I was seconded onto a 'Task and Finish' team to carry out a full Service review to determine the key areas for potential cost savings, efficiencies, innovation and income generation.

I carried out interviews and ran small scale workshops for Service team staff to enable them to understand more clearly their position within the organisation and the future context of CHS. I was able to show them how to explore the possibilities of their Service as well as identify the external constraints holding them back.

This project has yet to be completed as, once again, the major budget cuts have meant a premature end to a promising initiative. Much of the initial Service perspectives were complete but analysis and recommendations still needed to be done.

to date - Business analysis, data design and database implementation

I am working with **Triple Line Consultants Ltd**, to provide a range of services including business analysis, data design and database implementation. The main focus of the work is to improve efficiency by consolidating and streamlining their data gathering and information publishing activities.

I have **successfully delivered two significant projects** for them, greatly improving their capacity for taking on further contracts. This has allowed the company to expand without increasing head count.

Triple Line are specialists in social and economic development, corporate responsibility, governance and grant screening. They work closely with Government agencies (predominantly, but not exclusively, the UK Department for International Development) and various organisations in the public and private sectors.

April 2008 to October 2008 - Programme management, business analysis, process analysis

I worked for **Virgin** (within Virgin Games) as programme manager and business analyst reporting to the CEO. In this role I was responsible for managing a complex set of projects - technical, operational, change and compliance (licensing and PCI) - in a major corporate transformation programme. I was also involved in designing new process structures, establishing corporate change strategies and managing stakeholders.

Although the company had clearly identified the business objectives, it had struggled to launch such a complicated programme of work. I was able to give them the **structure and direction** to not only launch the projects, but to feel confident of a **successful outcome**. Although the approach was not radical, it was still necessary to convince staff at all levels to engage with it, which they did.

The technical project was to build a complete system to integrate three web products - the design and build of front end objects, content management and delivery, web server applications and low level data applications and interfaces as well as building back office systems for use by a customer service centre. I also planned and managed the migration from the three existing systems to the new systems. I designed the customer verification processes and ensured system compliance with industry regulation and financial regulations.

From the operations perspective, I planned and managed the setting up of new offices offshore, recruitment of call centre and other staff and ensured all the necessary policies and procedures were in place.

I also analysed and designed the structure for company processes within the new organisational framework, analysing roles and responsibilities and making recommendations for new working practice. I liaised with a legal team to ensure tax legislation compliance.

Answering directly to the CEO, I chaired meetings with the board of directors to report progress and elicit key decisions. I would also chair the project Steering Group meetings.

April 2006 to January 2008 - Project management, business analysis, process consulting

I worked for **Ladbrokes plc** as project manager and business analyst. Initially, my responsibilities were predominantly day to day project management of product development working with a number of third party suppliers and the internal web team.

I worked closely with the business teams to generate detailed concept documents focussing on business objectives and priorities **successfully delivering a number of key projects**.

Working with the eGaming IT Director and senior managers as part of a **process improvement initiative**, I proposed and developed a project delivery process that aligned the business with the project management team, internal development teams and external suppliers. This **greatly improved the effectiveness of the development effort** and focussed business managers on the results of change rather than the number of projects. It was necessary to 'sell' the approach to staff in five departments and ensure that senior management were fully engaged. The initiative would not have succeeded without this focus on the organisational aspects of the change.

I was then seconded to the International Technology Group, reporting directly to the Ladbrokes Group CIO, to **create an international launch 'blueprint'**. The key objective of this work was to improve Ladbrokes' agility in a highly competitive market allowing them to take up new international business opportunities more quickly. **This was successfully achieved**.

The work covered all aspects of the Ladbrokes operation and defined how to set up a betting and gaming operation in any part of the world. I developed a high level

architecture for the business and technology and then carried out research, through interviews and meetings with staff in all areas, gathering detailed documentation into a comprehensive library. I developed project plans to cover the entire pre-contract and installation of a new operation and high-level process models to show the operational dependencies.

October 2003 to March 2006 - Business analysis, change and process consulting

I worked in a business analysis consulting role specialising in change management, process re-engineering, strategy implementation, programme management and corporate governance. The clients include major public and private sector organisations including **Department for International Development**, the **Land Registry**, **Channel 4**, **SITA Aero**, **George Wimpey** and **BT**.

My main role was in assessing organisational structure and cross-functional process to ensure the **successful implementation of change initiatives** and major IT programmes.

The consultancy work involved working closely with clients at senior executive level, carrying out interviews, facilitating workshops, managing business stakeholders, data compilation, rationalisation and analysis, presentations and communications. The work was focussed on deriving key changes across the organisation to minimise duplication of effort and maintain strategic alignment.

August 2002 to October 2003 - Project management, e-commerce

I worked for **Sporting Bet plc** to develop the **SportingOdds.com** site. I provided strategic advice, technical information, training, team building and managed support and development work, working closely with the marketing team. I also contributed to the re-branding of **SportingOdds** in conjunction with an external design consultancy.

I **successfully delivered a completely redesigned product** from the customer facing web site to the underlying architecture.

I managed the main task of building the n-tier architecture which resulted in gains in performance, flexibility and made support significantly cheaper. I also incorporated many changes to prepare for closer integration into the **SportingBet** framework.

I also carried out analysis of the project organisation itself and made many recommendations with regard to resource levels and training requirements. I was involved with recruiting staff for support and development, preparing technical questions and assessing ability of candidates.

June 2002 to September 2002 - Data analysis, application development

I worked on a complex data analysis project for **MTV (Networks Europe)** which involved analysing over 20 multi-platform data sources with the aim of delivering a report and data dictionary to define each data source, measure data quality and data redundancy, data flow and process interaction.

This was completed successfully.

May 1990 to May 2002 - Project management, data analysis, development

Sporting Index

I worked on a range of projects. Firstly, I carried out an analysis of the company data flows. I then moved into a design and development role as part of a team responsible for re-engineering the fixed odds website (**SportingOdds.com**) to adapt it to partner sites.

I then worked with a specialist Management and Technology Consultancy on a strategic systems architecture project. I designed a systems architecture from which the company could work to compare, build and improve their business systems.

I then redeveloped the Sporting Index main site, SportingIndex.com to use new web technologies. This required reshaping the existing underlying code to allow re-skins and then design and build the main content applications.

Ladbrokes

I developed the betting website www.bet.co.uk. My role was to design and develop a Visual Basic application that is used to compile the odds for football events.

Smart Card Integrations Ltd

The company specialised in providing smart card applications to banks and card providers. I worked on Visual Basic projects, successfully delivering a smart card management system.

Emap plc

I successfully developed a Management Information System. My role was as designer/developer reporting directly to the IT director.

Miscellaneous

I have previously worked for various clients including Midland Bank, London Stock Exchange, Thomson Regional Newspapers, Volvo Cars Ltd, Lloyd's Register of Shipping and Johnson Fry Asset Management.

Recommendations

“Tony’s knowledge of project management methodologies and processes is excellent. He gave very valuable input into a process review and led the introduction of several beneficial changes. Tony has also delivered software integration projects on time, to budget and of high quality. Would definitely re-hire.”

*Rachel Epps, Director of Development, **Ladbrokes***

“Tony is a highly effective Project Manager with an unrivalled skill to understand business needs. He worked well within the confines of Virgin Games and laid some ground work to build upon. His experience helped well with decision making. As a fast learner he was able to achieve great results in a short space of time. He is always enthusiastic and ready for new challenges and fun to work with.”

*Baige Sudra, Business Analyst, **Virgin Games***

“Tony was a great asset to our projects and someone I’ve stayed in touch with since in case I could ever use him again. [He] fitted in with the team, [has] great analytical skills and [delivered] great results. Highly recommended.”

*Hugo Smith, IT Director, **Sporting Index***