

Simon Meeds BSc(Hons) MBCS CITP

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Profile

A software development specialist with experience of product management and web design, having worked in the IT and mobile telecommunications industries.

Key Strengths

- Exposure to a wide variety of development techniques
- Experienced presenter and technical author
- Market awareness and awareness of international cultural issues

Experience

Freelance Consultant 2001-Present

Working in a freelance capacity on a number of IT and media related activities including:

Analysis and development of a sales reporting system for the UK sales office of **Airwide Solutions** (MS Access)

Web design and implementation including sites for: **Paul Mould Publishing**, **Laurence J Brown** (author), and **Morley Brown & Co Solicitors**.

Sales and Marketing consultancy

- Consultancy regarding sales and marketing strategies for Codexia (Document Control System), DWP (Ultra Thin Client) and Propath's Training and Consulting services
- Generated leads with potential customers for Codexia (Document Control System)
- IT and marketing consultancy to Paul Mould Publishing

SchlumbergerSema (Reading, Berkshire) 1986-2001

1993 - 2001: **Technical Consultant**

- Key participant in setting up and operating distributorship relationships with Ericsson and Alcatel; set up and continuously improved procedures supporting them
- Instrumental in building at least 60% penetration in Ericsson GSM customer accounts with particular responsibility for addressing compliance with customer requirements
- Standardised product hardware platforms, achieving a significant reduction in project risk, lead-time and cost. Specified high throughput, high availability platforms with duplicated (RAID) storage solutions. Devised system capacity and configuration tools based on observed performance to improve the efficiency and accuracy of specifying customer systems
- Became an authority on the EIR product and eventually took the role of Product Manager, particularly addressing how the product can be used to commercial advantage
- Researched the market, feeding knowledge gained into the product roadmap. Attended conferences to enhance understanding of the customer domain and of industry developments
- Arranged, led and participated in customer and supplier meetings at all levels giving technical and commercial presentations, including successful presentation of mandatory system upgrades to two customers, resulting in £300k of orders and customer retention, thereby securing continued £150k per annum support fees, and future capacity upgrades
- Participation in product roadmaps, including evaluation and specification of proposed product enhancements for EIR (also for SMSC, CBC, AUC and pre-paid administration [PPAS]). Liaised with colleagues and suppliers to achieve successful product delivery. Day-to-day management of a major system supplier including product selection.
- Played an important part in the first sale of a new Cell Broadcast (CBC) product

- Worked with SchlumbergerSema and distributor sales staff to achieve efficient customer requirements capture and appropriate presentation of products to customers
- Developed an opportunity-tracking database using Microsoft Access (SQL and VBA), achieving major efficiency improvements in the department's monthly reporting activity
- Technical management of a team of sales support consultants, with responsibilities for coaching, motivation and resource allocation

1988 - 1993: **Designer/programmer**

Design and implementation of a number of major projects including:

- Involvement in project specification of the Short Message Service Centre (SMSC) that delivered the world's first commercial GSM text message (Vodafone).
- Worked closely with the project design authority and project manager in system level design
- Designed key modules of the SMSC (GWMSC and IWMSC – the GSM 03.40 interface with HLR and MSC using SS7/MAP)
- Designed and implemented a graphical user interface for submitting Short Messages to the SMSC - using a forerunner of SMPP, which became the industry standard
- Specified the hardware platform for a major customer system (SMSC), thus reducing project risk and ensuring that the resulting system met customer requirements
- Optimised the performance of Sema's mobile billing product, thus prolonging its life until major enhancements became available
- Made extensive use of GSM recommendations including 03.40 (SMS-PP) and 09.02 (MAP)
- Used graphical object-oriented design techniques (DMOS using Auto-G)
- Wrote component test plans for the SMSC and worked with the design authority on the system test plan
- Developed a system performance test strategy and supporting tools, and ran performance tests which were vital to ensuring that the SMSC met its specification
- Set up the hardware and software environment for integration testing of the SMSC with a voicemail system interface
- Successfully defined and introduced a quality system to a team not accustomed to adhering to standards. One of the main reasons for being injected into this customer-led project was to introduce the principles of an ISO9001 certified business into the team

Education and Qualifications

Technical, personal and sales-related courses including:

- Advanced Selling Techniques (The Chartered Institute of Marketing)
- GSM - Basic Mobile Telephony (Ericsson)
- Business Start-up (Business Link Berkshire and Wiltshire)

Study towards MSc in Software Development (Open University) 2004-Present

- Object-oriented software development (based on the use of UML) – Passed with merit
- Software development for networked applications using Java – Passed with merit
- User interface design and evaluation – Passed with merit
- Distributed Applications and E-Commerce – Current
- Member of the British Computer Society with Chartered status (MBCS CITP)
- Computer Science BSc (Hons) 2.1 - University of Portsmouth
- 3 'A' Levels (French, Mathematics, and Physics) and 10 'O' Levels

IT Skills

Environments: PC (Windows and MS-DOS), Unix, OpenVMS

IT Languages include: C, Java, SQL (Access, Sybase, Ingres, MySQL), HTML, JavaScript, PHP

PC Applications: Word, Excel, PowerPoint, Access, Outlook, Publisher, Dreamweaver, JBuilder

Personal Summary

Personal interests include: Photography, World Travel, Music and Family History