

# rob MITCHELL

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mobile | fixed | broadband | TV | digital | media | finance

customer experience | project management | product management & development

## about me



I'm an MBA qualified, senior technical and commercial leader with 15+ years of international experience at market leading organisations (Sky, BlackBerry, Vodafone, BT)

Throughout my career, I've delivered innovative consumer and enterprise products and services, using my deep technical, commercial, marketing skills, most recently to deliver new and much improved customer & digital experiences for HSBC & Vodafone.

I've owned the responsibility for project & product management and product development and really enjoyed the hiring, motivation and development of staff in my own and other's teams. I've always been well liked, and use my humble personality and communication skills to negotiate with and influence others through building and nurturing effective relationships with all stakeholders. My dedication and high performance have led to being sponsored for both my first telecoms degree and subsequent Henley MBA.

In a nutshell, I am a creative doer who thinks different; a strong leader and team player, able and willing to adapt to get the job done and add value to consumers' lives whilst advocating a fun workplace. Passion, customer focus, creativity, initiative, 'can-do', brainstorming & attention to detail are all major strengths.

## career summary

### INTERIM DIGITAL USER EXPERIENCE MANAGER

oct '15 – jan '16

Reading & London UK



UX/UI DESIGN | SOFTWARE DEV & DELIVERY | TESTING | QUALITY ASSURANCE | WEB | AGILE | DOCUMENTATION

**[Contract] Managed UX/UI design & implementation for HSBC's Adobe CMS based website updates.**

- Analysed and mapped existing HSBC China website to document UX/DX changes and requirements.
- Produced & managed prioritised list of Agile requirements/tasks for on & off-shore development teams.
- Worked side-by-side with head of UX to turn flat UX designs into online functional behaviour documents.
- Liaised on-site with HSBC scrum masters and developers to ensure requirements were correctly understood & implemented. Used misunderstandings to improve future document quality.
- Managed 3<sup>rd</sup> party agency to ensure web designs met W3C ARIA Accessibility standards.
- Executed quality assurance (QA) & A/B testing of website 'epics' (help & support, insurance, mortgages).

### INTERIM SENIOR CUSTOMER EXPERIENCE MANAGER

feb '15 – oct '15

Newbury UK



vodafone

QUADPLAY | PROJECT MANAGEMENT | TEAM MG'MENT | CX | REQUIREMENT MANAGEMENT | PROCESS

**[Contract]. Managed a team of 6 CX business analysts responsible for defining multi-channel customer journeys, processes & technology requirements for Vodafone UK's QuadPlay transformation program.**

- Led a team of 6 CX BAs to deliver unified, consistent, on-brand business processes, customer journeys, UX/UI and workarounds for Vodafone UK's mobile, fixed, broadband and TV services across digital, retail sales, telesales and customer service channels, resulting in a 10-point uplift against mobile-only NPS scores.
- Facilitated cross function stakeholder workshops to share current thinking & ensure relevant input was captured and considered, challenging with and negotiating alternative solutions where appropriate.
- Liaised with channel heads to drive for a consistent, optimum customer experience, identifying submitting and negotiating requirements to technology heads for implementation.
- Transformed customer communication formats (SMS, email & whitemail) from text only to include step by step pictures and clearer layout, resulting in 80% less calls to customer service regarding set-up.
- Used insight data (internal & external) to identify gaps, cost savings and customer dissatisfaction reasons, to deliver a vision and long term strategy for Vodafone UK's omni-channel customer experience, resulting in plans for a move to 'digital first' communications and self service via web & social media.

## INTERIM MOBILE PAYMENT PRODUCT & PROJECT MANAGER

sept '14 – feb '15

Newbury UK



PROJECT MANAGEMENT | APP SOFTWARE DEVELOPMENT | CX/UX/UI | REQUIREMENT MANAGEMENT | DELIVERY

**[Contract] Responsible for product management & delivery of Vodafone UK's contactless payment service.**

- Project and product managed the launch of Vodafone Wallet & Vodafone SmartPass to Android customers in September 2014 and re-launch in January 2015.
- Launched Vodafone Wallet & SmartPass on Transport for London (TfL) in September 2014.
- Continually improved web and app experience proactively reacting to feedback from social media sites, app stores and industry insight & trends resulting in the creation & management of issues (Quality Centre), requirements/user stories and development (Agile) in line with financial regulatory & legal requirements.
- Liaised with Vodafone Group team and companies to ensure app & service consistency and supported their move to an Agile methodology for platform and applications delivery.

## INTERIM NEW SET TOP BOX (SkyQ) DIRECTOR

jan '13 – jul '13

London UK



PROJECT & PRODUCT MANAGEMENT | AGILE/WATERFALL SOFTWARE/HARDWARE DEVELOPMENT | CX/UX/UI

**Responsible for the identification and delivery of product capability requirements and high-level designs for bskyb's new set top box (SkyQ) user experience.**

- Defined new product platform team roles, responsibilities and deliverables.
- Created user journey diagrams and stories to identify happy and exception path/pain point scenarios.
- Identified appropriate Agile/waterfall splits across hardware & software development.
- Identified scope, gaps, budget trade-offs and change recommendations to the executive sponsor.
- Created relevant epics, user stories and tasks for internal and partner development stakeholders.
- Published hardware, middleware and application requirements using Atlassian Confluence and Jira.

## GROUP PRODUCT DIRECTOR

jan '12 – jan '13

London UK



PROJECT & PRODUCT MANAGEMENT | PROCESS | AGILE APPLICATION & SERVICES DEVELOPMENT | SCRUM | JIRA

**Accountable for defining the Monitise group Agile product roadmap strategy. Chaired the group product forum ensuring effective alignment, best-fit, best-practice and communication across Monitise group.**

- Developed, managed and advocated a new Agile product management delivery process and roadmap.
- Formed and chaired the group product management product forum reducing Ad-hoc development.
- Controlled a £4M development budget to design, develop test & deliver best in class mBanking and eCommerce apps (iOS, Android, HTML5) and services for Visa, RBS Group, HSBC.
- Owned, created and published functional description, product articulation, marketing material, requirements, high-level designs, epics, user stories, tasks, and test specs on a central web-based tool (Atlassian Confluence).
- Created reporting and high-level product material for the board and sales teams which were used to engage and sell Monitise Products and Services to customers and investors (Including IBM who created an alliance).

## SENIOR PRODUCT & RELATIONSHIP MANAGER

jul '07 – sep '11

Slough UK



PROJECT & PRODUCT MANAGEMENT | WATERFALL SOFTWARE/HARDWARE DEV | TESTING | REQUIREMENTS

**Responsible for the delivery of RIM BlackBerry products and services in Vodafone's EMEA region.**

- Project managed the delivery of BB Storm 1&2 and BB Bold 1&2 devices into Vodafone's EMEA markets.
- Project managed the collaborative Vodafone music service for the BlackBerry Storm.
- Communicated product propositions to internal and external stakeholders of all levels of organisations.
- Managed issue escalations, including the introduction of proactive analysis of social media sites to gather consumer feedback and discuss issues to be rectified in future product development.
- Improved processes to reduce test times by 50%, saving the EMEA organisation £1M+.
- Hired team members into the RIM EMEA software development group, subsequently mentoring them.

## DEVICE REQUIREMENTS & SPECIFICATIONS MANAGER

may '03 – jul '07

Newbury UK & Milan Italy



SOFTWARE DEVELOPMENT | CX/UX/UI | PRODUCT MANAGEMENT | 3<sup>RD</sup> PARTY MANAGEMENT | REQUIREMENTS

**Responsible for the delivery of technical requirement documents (RFP) for innovative consumer and business products and services.**

- Engaged with international handset manufacturers and 3<sup>rd</sup> party software developers resulting in their clear understanding of and correct implementation of features into devices and services to meet expected internal product specifications.
- Represented Vodafone at the DLNA standards working group
- Worked with product managers and UI/UX teams across Vodafone Group OpCos to create, document and manage project delivery plans, detailed technical requirements and sell in material.
- Controlled budgets for work packages and projects (£300k)
- Hired, mentored and developed graduates.

## DATA DEVICES TEAM LEADER

jun '01 – may '03

Newbury UK



TESTING | SOFTWARE DEVELOPMENT | 3<sup>RD</sup> PARTY MANAGEMENT | TEAM MANAGEMENT | PRODUCT DELIVERY

**Responsible for the management of data device test team members, to deliver fully approved, ground breaking data devices into the business, which met customer requirements.**

- Recruited and line managed the Vodafone UK data devices test team.
- Delivered first ever Vodafone live! device (Sharp GX10), and data card (Option Wireless) increasing mobile data awareness, usage & revenues.
- Managed technical relationships with vendors, providing support during development and test stages.
- Provided data device demonstrations, literature and reports to senior organisation leaders.
- Created detailed test specifications, schedules and reports.

## education

### MBA

2009-2012

Henley Business School



- Sponsored by RIM BlackBerry.  
Dissertation: "**Influencing consumer adoption of mobile contactless payment**".

### BEng

1996-1999

University of Plymouth



- Personal Communications & Networks.
- Sponsored by BT.
- Project: "**Retrieving location of remote units using integrated GSM/GPS**" (Winner of 'Best Final Year Project 1998-1999').

## interests

running | gym | snowboarding | wakeboarding | land-rovers | technology, science & business leadership.