

ALISON M WHEELER MBA

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CORE COMPETENCES and PERSONAL QUALITIES

Pan-European experience in multiple disciplines with relevant language skills
Quality client-facing communication, consultative and presentation skills at all levels & media
A passion for analyzing requirements, customers and markets in order to develop useful products
Flexibility of approach to operate effectively within a dynamic and demanding environment
Contract & Stakeholder management (Internal, Client, Supplier and Third-Party)
Strong analytical and commercial focus in development of IT and business strategies
Co-ordination and management of staff and resources to improve service delivery
Broad commercial consultancy & research, applying technology to create business advantage
A problem solver and process improver; building close client and supplier relationships
Managed departments through periods of substantial change
User, pre- & post-sales liaison and support; contract negotiation and problem resolution skills
Strong business acumen allied to practical experience, learning from successes and mistakes

EDUCATION

- Masters in Business Administration** 00-03
OU Business School (*AMBA, AACSB & EQUIS accredited*)
Electives were *Strategy, Financial Strategy, Marketing in a Complex World,*
and Creativity, Innovation and Change
- Certificate in Natural Sciences** 83-87
The Open University
plus selected BA courses including Systems Organisation, Mathematics,
Introduction to Psychology, Art & Environment and State & Society.
- Computing Science BSc (eng) honours course** 74-76
Imperial College of Science & Technology

EMPLOYMENT HISTORY

- Chief Executive & Chair** **Wikimedia UK** (Wiki Educational Resources Ltd), London N 06-
Co-ordinating the activities of the UK arm of the well-known Wikipedia free encyclopaedia.
- Chief Technology Officer** **NWUK Ltd**, London sw 03-05
Approached to assist in the start-up of this business seeking to enter the direct sales insurance market in alliance with a nationally-known charitable organisation. Created and developed the back-end support and internet / telesales interface systems using Open Source offerings, including database schemas, and internet site with user interaction and multi-level security features.
- Chief Technology Officer** **Narrateo Ltd**, London sw 2000
Board member responsible for IT of this small (£1m t/o) company, I joined as it started a move from award-winning broadcast television production into web and content production. A casualty of the 'dot-com' implosion it failed to raise further funding, I resigned to take a career break and study for an MBA.
- Head of Technology** **Capital Radio plc**, Interactive Division, London wc 99-00
Managed the development and support team for the new media activities of this major national radio group during a complete infrastructure & technology change; member of shadow board; member of core team analysing new process requirements, selecting development partners and tools; liaising with suppliers and recruiting staff; specifying and scheduling new hardware (mostly from Sun), software and backbone connectivity to provide best value and maintain high service and availability levels. Also responsible for managing the division's move to a new office space.
- Group Internet Program Manager** **CHS Electronics Inc**, Miami FLA & London w 97-99

Responsible for managing the development and implementation of the e-commerce and providing leadership for all internet-related activities of this Fortune 500 (#320 in '98, #189 in '99) US-based \$12bn t/o multinational computer distributor and analysing the systems and business processes for new group-wide systems integration project for the subsidiary business units across Europe and worldwide based on local Intel / Windows platforms with links to multiple regional ERP systems.

As the group's senior manager for internet and web communications, reporting to the group CIO, I travelled extensively to the European subsidiaries and suppliers, meeting with relevant local managers in addition to co-ordinating the technical and business aspects of implementing the service in their (autonomous) subsidiaries, managing the multiple projects concurrently over the full life-cycle. I was also responsible for the contract with and management of outsourced developers in the UK, Norway and Sri Lanka.

Other responsibilities included concurrent projects and co-ordinating development teams from various USA and European countries together with budget responsibility and scheduling the installation of the facility in each of the group's 50+ companies. MS Project was used to track the (approx.) £1.4m main project which included the full development lifecycle from requirements gathering, project planning, build tracking and testing, issue control and change management.

Business and Technology Consultant The Creative Organisation, London N 84-97, 99-01, 04-

Growing out of earlier solo work, this has been my own business providing general consultancy, training and support services, including value-added hardware sales and network installation, plus design of and advice on web (internet & e-services) sites by providing a source of best practice.

Projects included advising a US-based CRM company on how to develop multi-lingual and multi-cultural websites; a major start-up during the launch of their web news and e-purchasing service; planning for an e-finance start-up; designing a security framework for an ASP web stockbroker; design and development of a real-time financial futures & commodities trading system; software analyst for an on-line ship insurance; consultant and systems designer for the computerisation of direct marketing operations for a life assurance company; a monthly periodical; a prospective restaurant chain; the Metropolitan Police; a community cable television channel; research and development of an on-line retrieval system for a financial publishing house and support for a film scriptwriter. In 1995 involved with the launches of PNO and the msn network.

Business and Systems Consultant Sperry Univac, London WC 79-84

Pre- and post- sales consultancy, analysis and support, including customer and prospect liaison with lead responsibility on behalf of the company up to board level. Full project life-cycle from conception to final installation, including developing and writing of proposals, reports and presentations; responding to tenders; liaising with developers; software testing; auditing and solving customer problems; teaching programming, analysis and system procedures; confirming financial specification of proposed systems; analysis and bespoke programming and technical sign-off on bids.

Sales & Marketing Support Analyst British Olivetti, London WC 78-79

Business and technical sales support team member, undertaking customer liaison, presentations and demonstrations, writing proposals and marketing documents, running help desk, writing bespoke software (including the UK's first screen-based word processor), producing and presenting courses and creating documentation, managing customer marketing & sales events.

FURTHER INFORMATION

Highly computer literate on a wide range of platforms
Flexible, politically sensitive, highly motivated, good conflict resolution skills
Very strong written and verbal communication skills
Current clean driving licence and minibus certificate, own car, full NCD
Languages: French and German; each used for business meetings and colloquially
Location: Based London, extensive travel or periods of temporary relocation no problem
Health: Good; Non-smoker
URL: www.alisonwheeler.com (general) www.alisonwheeler.net (expanded résumé)

CURRENT STATUS

In February 2006 I was appointed as Chief Executive and Chair of Wikimedia UK. This is an unpaid voluntary position which takes up little time, so I am currently seeking a paid position to run alongside this. I could be available immediately for the right position. An immediate start could be possible.

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