

# Russell James Davies

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## Profile

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### Overview

I am an IT professional with over a decades' experience in programme management, software architecture and software development roles. My project history is primarily web-focused and I have made extensive use of Microsoft web, database and application technologies. I have worked on solutions for stakeholders in a wide variety of industries including property services, telecommunications, media & publishing, gaming & entertainment, telecare and the public sector.

### Experience

Of late, my primary role has been to provide strategic for online marketing strategy, programme management for an active portfolio of several dozen projects, and guidance & oversight on the hardware and software architecture of solutions. Prior to this, I was heavily involved in developing web-based software, managing & training developers and testers, and acting as a contact point for clients - both internal and external. In the past, I have also taken on a variety of other roles when required including project management, sales support, systems administration and application support.

### Technical Skills

- **Languages**
  - C#, VB.Net, VB, VBScript, Javascript, T-SQL
- **Client Technologies**
  - HTML, Javascript, AJAX, CSS, DHTML, JSON, jQuery
- **Database Systems**
  - MS SQL Server (2008/2005/2000/7), T-SQL, MySQL, Geospatial Data & Search, Performance Optimisation Engineering
- **Platform Exposure**
  - ASP.NET, Windows Server 2008, 2003, 2000, NT4, IIS 4/5/6/7
- **Desktop Development**
  - Windows Forms Apps, Windows Mobile Apps, Windows Presentation Framework
- **Other**
  - Carbon Coder, Umbraco

### Other Skills & Experience

- Team Leadership & Departmental Management
- Departmental Planning & Budgeting.
- Talent Acquisition & Retention
- Project Management (Waterfall & Agile)
- Customer Management
- Time Management
- Resource Planning
- Human Computer Interaction
- Accessibility Issues
- Web Standards
- Browser Compatibility
- Web Application Security
- Data Security
- DPA Compliance
- n-Tier Architecture
- Unit Testing
- Test Driven Development
- Quality Assurance
- Automated Testing
- Performance Engineering & Testing
- Performance & Stress Testing

## Employment History

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### Head of Solutions Delivery, Countrywide

December 2008 to Present

As Lead Developer, then Software Architect and more recently Head of Solutions Delivery for Countrywide, my role has been focused on developing B2C web products, managing and mentoring around a dozen developers, project managers, testers and support staff, while acting as liaison to other teams within the business including Data Integration, Marketing & Quality Assurance. I am directly responsible to the Technical Director, and am the primary point of contact for project stakeholders both within our business unit, and throughout the Countrywide group of companies. I designed, architected and built much of the technology behind [propertywide.co.uk](http://propertywide.co.uk) including the property search engine and all related functionality - see the Appendix "Project Overviews" for a more technical breakdown.

*Reference / Contact:*

Available only upon request at this time.

### Development Manager, Iliffe Digital Media

January 2008 to December 2008

As Development Manager at Iliffe I was responsible for the day-to-day management of a team of 7 web designers,

developers & infrastructure technicians. In a newly-formed business unit I was tasked with designing the structure and processes for this team. I implemented a series of processes based on the Crystal Clear agile methodology which resulted in an excellent customer experience for stakeholders around the business, and good productivity within the team. The team was responsible for developing news websites & supporting online services for one of the largest publishing companies in the UK, and for developing and running local market-focused commercial portals and a bespoke content management system targeted at local government. In total we developed and maintained over 40 websites including training & support for power users of those sites. In addition, I was the primary point of contact for customers from within the business and for our local government clients. I was responsible for the production or oversight of all functional and technical specifications, and all software development. The team was also responsible for the design, implementation and maintenance of the platform & network upon which these services were reliant.

*Reference / Contact:*

Andrew Gough, Iliffe Digital Media, 1 Diamond Court, Milton Keynes, MK15 0DU

**Senior Developer, Continuum Ltd.**

**January 2006 to January 2008**

As Senior Developer my primary responsibilities included development of .NET and SQL Server 2005 based websites & applications, a significant amount of client and project management on a variety of small (3-5 team members) projects and consultancy and training for partners and clients. I was actively involved in the design, analysis, architecture, development and deployment of projects both for external clients and internal customers within the Continuum Group.

*Reference / Contact:*

Steve White, Managing Director, Continuum Ltd, Mossfield House, Chesham Fold Road, Bury, BL9 6JZ

**Director, The Truth Web Consultancy Ltd.**

**February 2004 to January 2006**

I worked as an independent consultant trading under the above name. I provided consultation, development and design services to SMEs both directly, and sub-contracted through marketing agencies. I handled the majority of the business functions, from sales and client management to development and support, while outsourcing creative design and SEO to selected partners.

**Web Developer, MDA Media Ltd.**

**November 2000 to January 2004**

Responsibilities: Development of data driven services for customers web sites, server and network administration, departmental budget, sales support & client management. I was involved in a variety of roles in many different projects during my time at MDA, developing sites for client companies, and also a number of responsibilities related to outsourcing, sales support and consulting in many aspects of web marketing including SEO and email marketing.

*Reference / Contact:*

Matthew Oates, IT Manager, MDA Media, 1 Pepper Road, Stockport, Cheshire, SK7 5DP

**Senior Web Developer, Games Inferno Ltd.**

**October 1999 to October 2000**

**International Computers Limited (ICL) (Contract)**

**May 1999 to August 1999**

*Reference / Contact:*

Further detail for older positions are available upon request.

## Education

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**Blackpool & the Fylde College 1998 - 2000**

BTEC Higher National Diploma with Distinction (2 yrs full time) in Information Technology & Management.

**The Blackpool Sixth Form College 1995 – 1997**

A Levels – Electronics (A), Mathematics (C), Physics (C)

**Montgomery High School, Blackpool 1990 - 1995**

GCSEs – 4xA, 5xB, 1xC

## Appendix - Project Overviews

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The following are brief descriptions of some of the projects I have been fortunate enough to be involved in developing. I welcome questions about these projects, and am happy to provide much more detail in an interview setting. As details of some projects are subject to NDA, there may be some questions to which I can give only limited answers to, but I will endeavour to provide technical detail and insight wherever possible.

### Property Portal - [www.propertywide.co.uk](http://www.propertywide.co.uk)

Propertywide.co.uk is a property portal listing over 100,000 different properties to rent and buy in the UK from the Countrywide group - the UK's largest estate agency and property services company. A white-labelled version of the Propertywide software platform also powers over 30 estate agent and letting agency websites for local brands throughout the country making it the most visited website platform in the industry - the platform powers approximately 15% of the combined estate and letting agency market in the UK. This replaced a third party web platform common in the industry, and in so doing increased visitor conversion by over 60% - equivalent to an increase in revenue of over £15m/annum. The primary goal of the site is to generate leads from site visitors - with the majority of those leads achieved by visitors who search for property to buy or to rent. The site provides a great search experience for users including fully geospatial searching (when the site launched in 2009, this was a first-to-market in the industry), has the fastest response times among property search engines in the UK and includes fully integrated mapping, advanced filters using AJAX and a powerful, simple-to-use interface. The project also incorporates sounds-like and spelt-like matching for user search input, personalisation options including favourites and new property alerts, auditing & reporting, user profiling and significant ETL processes. This project has made extensive use of my skills across the board, and has been both a joy to work on and a real challenge. In particular this project really taxed my skills in performance engineering and designing platforms to provide services in a resilient and high-performance environment.

### Route Planning - Dijkstra Implementation

This project, for Milton Keynes Council, involved taking geospatial data defining the position of the Redway and Pedestrian Route networks in Milton Keynes, and turning this into a series of network nodes and links. Once complete, I wrote a program using recursion, implementing Dijkstra's algorithm ([http://en.wikipedia.org/wiki/Dijkstra's\\_algorithm](http://en.wikipedia.org/wiki/Dijkstra's_algorithm)) to process the data, and discover the shortest distance between each node pair stored. Finally, Google Maps was used to provide an interface to this data, and to allow users to upload pictures and to label routes and features.

### Sentinel Healthcare – MyAmego Agent

My primary role in this project was to take prototype miniaturised three-axis accelerometers from a partner company (similar to the technology seen in Nintendo Wii controllers), jury-rig this to a PDA and write a C# application for Windows Mobile to monitor and analyse the data. Extensive testing and prototyping led to a system which could detect a fall in a person carrying the device, and send an alert along with a snapshot of the data from the fall using either 802.11 networking or a web service calls via GPRS. This device, once miniaturised, will be worn by elderly patients with dementia to allow them greater independence while maintaining a high standard of reactive care. In addition, the aggregate data from the device can be monitored to detect patterns (and changes therein) in patient behaviour, and provided to doctors and consultants to analyse. I was also involved in the planning and development of another aspect of Sentinel Healthcare which involved using Active RFID tags and sensors placed in care homes to monitor patients movements, and provide alerts to staff or relatives based on parameters in individual profiles, and the time of day or night.

### Project Management & Tracking System (Bae Subcontractor)

A British Aerospace subcontractor was experiencing significant difficulty in managing their prototyping and tooling projects across nearly 20 sites in the North West region. Working with their programme management office we identified a project management methodology that would enable them to significantly improve their level of business information awareness while also being easy to understand and implement by a number of staff at each site with very little experience of project management procedures. We then developed a web-based system to record and report on a number of key BI indicators with a very strong emphasis on simplicity and usability using a Red/Amber/Green system to denote project and module status. The system was deployed to their intranet and is still in use 7 years later. The client was in danger of losing their single largest contract at the time of project inception - following the introduction of this system the rate at which projects failed to complete on-time dropped from 40% to around 10% within 18 months.

Due to the urgency of the initial deployment, the project was analysed, specified, developed and rolled out within three months.

### Trading & Stock Management System (Electronics Import/Export)

An intranet-based system designed and developed over several phases for a small but rapidly expanding company dealing in large volumes of consumer electronics across a number of international markets. This multi-user web based system was accessed by staff in the UK, Dubai and Gibraltar, and would record all potential requests for stock and offers of stock from client and partner companies. It would then match these offers and requests in real-time to provide dealers

with information needed to make the best acquisitions and sales possible, factoring in currency issues, risk profiles and shipping costs. A significant business information and reporting system was later added to the system, as were features to track stock in various freight companies around the world and features to detect and mitigate the effect of carousel fraud and stolen goods reintroduced to the market. Later document management was added, with the automatic production of over 30 document types, including management-approval and digital signatures. My final involvement in the project was implementing features to enforce new regulations in due diligence for Customs & Excise and to automatically create a report and full document archive related to each deal for the VAT office with no manual intervention.