

BLAIR DRUMMOND



Date of birth : 21st April 1958
Nationality : British
Civil status : Civilian

<i>Institution :</i>	Southampton University
<i>Dates:</i>	From: Sept 1976 To: June 1980
<i>Degree(s) or diploma(s) :</i>	B.Sc. Hons - Electronics (class 2.2)

<i>Institution :</i>	Cowbridge Grammar School
<i>Dates:</i>	From: Sept 1969 To: June 1976
<i>Degree(s) or diploma(s) :</i>	GCE 'O' Levels - Physics (1); Chemistry (1); English Lang. (5); Art (1); English Lit. (3); Maths (2); Additional Maths (5), History (5). GCE 'A' Levels - Physics (B); Maths (B); Chem. (C).

7. Language skills : (Mark 1 to 5 for competence, where 5 is the highest)

<i>Language</i>	<i>Passive</i>	<i>Spoken</i>	<i>Written</i>
English	5	5	5
French	2	1	2
German	3	1	2

8. Membership of professional bodies:

- Associate Member of Institute of Management Consultants (part of CMI)

9. Other skills:

- In 1995 I began my own ICT/Marketing consultancy and have been delivering these services to Welsh SMEs since then, so have direct experience of successfully running a small business.
- I have worked on a number of enterprise programmes, and get all my direct client work through referral and recommendation.
- I was accredited to the Technology Means Business (TMB) standard in May 2001 - the national standard qualification for ICT and business advisors (this was DTI initiated in 2000). I have maintained reaccreditation each year since then. I am also one of only eight national assessors in Wales for this UK standard.
- I was accredited to the WorkWise UK standard in 2007 and am now also a qualified assessor for this national standard.
- I am expert in Telephony and IP Telephony, and in Communications in general.
- I am expert in eCommerce and Internet technologies and how these apply to SMEs.
- I have well recognised skills in all aspects of Marketing and Promotion (this includes strategic marketing planning and diagnostic analysis of SMEs, Market Research and Promotional Planning). I have a particular expertise using traditional promotional techniques with on-line techniques, to create fully integrated promotional campaigns



- I am an acknowledged expert in Project Management and new product launch techniques (Time to Market) - this includes accreditation to the PRINCE2 Foundation and Practitioner levels, and project management best practice and team building.

10. Present position:

- I am a self-employed ICT, eCommerce and Business Development consultant. I run my own small business, and engage sub-contractors for larger enterprise agency schemes.

11. Years within the company:

- I have run my own small consultancy practice (Drummond Associates) since 1995/6.

12. Key qualifications (relevant):

- As mentioned (section 9), I am fully accredited to the Technology Means Business UK and WorkWise UK standards for ICT and Business Advisors (maintain reaccreditation every year).
- I passed the PRINCE2 Foundation & Practitioner exams for Project Management (2006).
- I achieved eCIC Accreditation in 2002 (eCommerce accreditation by the eCommerce Innovation Centre of Cardiff University).
- I am also approved on the Welsh Assembly Government formal register of consultants for ICT, eCommerce and Marketing projects (approved for more than 6 years).
- I am accredited to the Opportunity Wales eCAA standard - eCommerce Advisor Accreditation (Centre for Life Long Learning at Cardiff University).

13. Specific experience in the region and similar project areas

Country	Dates	Name and brief description of the project
<i>Wales</i>	1996 - ongoing	<i>Delivering high quality advice to SMEs in Wales on the strategic deployment of Telecommunications equipment, including traditional and IP PBXs and mobile comms solutions.</i>
<i>UK</i>	2001 - ongoing	<i>Became accredited to the 'Technology Means Business' national standard for ICT and Business Advice - I am also a national assessor for this standard - I help less experienced advisors improve their skills and assess them against the standard.</i>
<i>Wales</i>	2000 - 2002	<i>WDA 'smE-Business' programme - As a sub-contractor I provided ICT review services and helped Welsh SMEs transform themselves by gaining efficiencies through the effective use of ICT.</i>
<i>Wales</i>	2002 - 2007	<i>'Opportunity Wales' - On this programme I provide high quality eCommerce consultancy services to help Welsh SMEs progress with their use of the Internet and Web services.</i>
<i>Wales</i>	2002 - 2007	<i>'Opportunity Wales' - As a Quality Assessor I checked reports for this eCommerce programme to ensure other consultants were meeting the quality standard, as laid down.</i>
<i>Wales</i>	2005 - 2008	<i>'Opportunity Wales' – Drummond Associates is the Lead Delivery partner for this programme in Cardiff and Vale of Glamorgan. I personally managed 10 consultants in this programme, delivering ICT/eCommerce advice to over 400 SMEs in Wales in 2½ years.</i>
<i>Republic of Ireland</i>	2003 - 2004	<i>Worked as a sub-contractor on an Enterprise Ireland scheme (eBIT) - I was one of the senior assessors who checked the validity/quality of ICT reports generated by local ICT consultants.</i>
<i>Wales</i>	January 2004	<i>Gained the eCommerce Advisors Accreditation (eCAA) from the eCommerce Innovation Centre of the University of Cardiff, for work within the Opportunity Wales project.</i>

Wales	2005 - 2008	<i>Drummond Associates delivers the WAG E-Business and the WDA Technology and Innovation programmes - for these projects we are looking to guide SMEs who are making step changes through the use of technology (ICT, eCommerce or otherwise). I am also acting as project manager for 4 other principal consultants who work as formal sub-contractors to Drummond Associates.</i>
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14. Summary of Services offered by Drummond Associates.

ICT and eCommerce Consultancy Services

- ICT consultancy and Strategic Business Reviews and Health Checks (Diagnostics).
- Telephony consultancy encompassing IP Telephony solutions.
- eCommerce reviews and interventions for SMEs.
- Implementation planning for ICT intervention projects and subsequent project management.
- Project Management of Telecommunications or ICT infrastructure projects.
- New product development and project planning.

15. Summary of Employment Experience before starting my own business.

1994 to 1995, Marketing Manager, Mitel Telecom Ltd

Responsible for all aspects of marketing 'Wireless Telecom Products' in the Mitel portfolio (Cordless PBX's, PCN, Pagers), including the development of the company strategic plan. Team Leader of the dedicated cross-functional group that implemented that strategy, launching a portfolio of new products and services into Mitel's markets - Projects delivered exactly on time, on budget and on sales target.

1991 to 1994, Project Manager - New Product Introduction, Mitel Telecom Ltd

A Project Manager responsible for introducing all new Telecom products into over 45 countries (also co-ordinating controlled retirement of older products). The role required defining introduction strategies, then gaining commitment from all functions to a common project plan. It required a high level of cross-functional management skills, in a multi-project environment (managing 3 to 6 project teams at any one time).

1989 to 1991 Product Support Manager, Mitel Telecom Ltd

Responsible for the product 'health' of Keysystems worldwide. Full technical ownership of product life cycle from field trial and launch, through to product retirement. Managed a team of Senior Engineers (Product specialists) who provided full technical support for our products. Responsible for identifying and reproducing field problems and getting R+D to fix them - then trialing the solutions within agreed customer time-scales.

1988 to 1989 Senior Product Support Engineer, Mitel Telecom Ltd

Project managed evaluations/field trials to ensure successful introduction of new Mitel PBXs. I provided technical expertise to support the installed base, managing escalated problems from first problem report to the fixes being delivered. This role required a very high level of product knowledge.

1985 to 1988 Manufacturing Engineer/Senior Manufacturing Engineer, Mitel Telecom Ltd

Responsible for liaison/co-ordinating the efforts of Canadian R+D with staff in the UK, USA and Hong Kong, then introducing PBXs into full production.

Early Career

1980 to 1985	Matsushita Electric (Panasonic), Cardiff	-	Electronic Engineer
1977 to 1978	Mullards Ltd, Southampton	-	Technical Assistant

16. General Information

Some Key Achievements

- Successfully run my own small business, delivering quality ICT consultancy to other Welsh SMEs.
- Gaining accreditation to the national ICT and business consultancy standard (TMB).
- Achieving the full PRINCE2 Foundation and Practitioner qualification in 2006.
- After 12 years in business, we now generate almost all new clients through recommendations.

- Helped devise methods and processes to significantly speed up new product launches - *'Time to Market'*.
- Developed a very successful Marketing/Product strategy for Cordless PBXs.
- Successful technical management to capture an elusive software bug (affecting installed base of over 35,000 systems for Televerket, Sweden (equivalent to BT). This directly saved over £100,000.
- Part of a small team who successfully gained BT's acceptance, for a major telecoms product.
- Project Manager implementing a company wide IT system for customer service and problem tracking.

Interests

I am a keen and regular golfer. For fitness, I run at least twice a week - I regularly take part in competitive 10km and marathon races (raising monies for 'Children with Leukaemia'). I enjoy listening to music, live and recorded, and have a wide range of tastes.

General

I consider myself a family man, and have 3 children.

17. Summary of Training Courses

1985	Install/Maintenance Courses on SX200, SX20, Entrepreneur	(Mitel)
	Materials Requirements Planning	(MRP II, Mitel)
1987	Quality Education System	(Phil Crosby Associates)
1988	Customer Care Techniques	(Marcus-Bohn Associates)
1989	Field Service Management Systems	(Copystatic)
	Sales and Customer Service Skills	(Marcus-Bohn Ass)
1990	X25 Data Communications	(Ultranet)
	Managing Change	(Mitel)
	Effective Time Management	(MAST)
	Leadership Skills	(Mitel)
1991	Emerging Communication Technologies	(TRA)
1992	Project Management	(West of England MC)
	Project Management Skills	(Mitel, Learning Tree)
1993	Leadership and Team Building	(Mitel)
	German - Intermediate level	(Multilingua)
	Strategic Marketing and Planning	(TACK)
1994	Foreign Language in Commerce	(London Chamber of Commerce)
	(Qualification - Intermediate German)	
	Negotiation Skills	(Scotworks)
1999	Alcatel OmniPCX 4400 training course	(Alcatel)
2000	IP Telephony	(Siemens)
	Wireless LANs	(3Com)
2001	Mitel 3300 IP Telephony Server	(Mitel)
2002	Wireless LAN Security	(Cisco and 3Com)
	Microsoft Small Business Server and Exchange Labs	Microsoft
	eCIC eCommerce training courses	eCIC (University of Cardiff)
2003	Web design for accessibility	eCIC and MITA
2004	Advanced eCommerce Adviser Training (EDI)	eCIC (University of Cardiff)
2005	Actinic eCatalogue	eCIC / Actinic
2006	Advanced eCommerce Training (SaaS, Integrated Solutions)	eCIC (University of Cardiff)
2006	PRINCE2 Foundation and Practitioner	Learning Tree
2009	Adobe Dreamweaver Web Development (CCS)	Transmedia