

## Curriculum Vitae

Name: Damian St. John Stafford  
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## Experience and achievements

Very experienced in the management of and strategy for IT, software, product development, stakeholder management, project process and infrastructure/services. Recent areas of focus and achievements include:

### Strategic skills:

- product and infrastructure strategy: at TSL I was responsible for helping the company shape the technology strategy and team that produces its various web publications, including [www.tes.co.uk](http://www.tes.co.uk) and [www.timeshighereducation.co.uk](http://www.timeshighereducation.co.uk), which are strategically and financially vital components of TSL's product portfolio;
- product transformation: identifying shortcomings and then upgrading the software and infrastructure that provided vielife's product set, ensuring that IT was fit for the purpose of supporting the sale of the company to external investors;
- investment & acquisition: representing vielife as its CTO as it presented itself for and went through an acquisition that was very focussed on the company's technology;
- 24x7 service provision & capacity management: at yell.com and vielife I shaped and managed the infrastructure, architecture, support and provision of high-volume services to a global customer-base;
- product transformation: at yell.com I managed, among many other initiatives, the development and implementation of its next-generation search product and its e-commerce platform;
- infrastructure transformation: at yell.com I was responsible for reviewing its application server software and infrastructure and replacing it with one that provided service speed improvements, improved scalability and made both immediate and on-going financial savings;
- product development & pipeline delivery: in my last four posts I have been responsible for helping the business to prioritise its product development and then for managing both stakeholders and the delivery of the on-going product development programme. In the course of this I have implemented and gained a strong knowledge of SCRUM;
- mobile technology: while working for five years as Head of Technical Development for yell.com, I was responsible for the development, hosting and provision of yellmobile.com – yell.com's sophisticated search, advertising, location-detection and mapping service, provided in various formats to a very wide range of mobile devices. The provision of the service, which was done using Yell's in-house development teams and a combination of specialist mobile providers, involved integrating basic SMS together with back-end web services such as search, location detection and mapping APIs with front end WML and XHTML and a host of mobile-based Java applications.

### Management skills:

- web-facing & enterprise applications strategy: management and budget responsibility;
- web-facing & enterprise hardware, network and software architecture: management and budget responsibility;
- software and service suppliers: selection and management;
- internal management and external representation of a company at senior level;
- product/software delivery: very good people and programme management skills.

### Technology skills:

- web-facing & enterprise applications strategy: design and programming – LAMP, Unix-Java and .Net stacks;
- web-facing & enterprise hardware, network and software architecture: design;
- infrastructure skills: solaris, linux, windows, apache, IIS, various flavours of application servers, TCP/IP, HTTP, SSL, firewalls, security, site availability, resilience;
- presentation tier skills: HTML, XML (WML, XSL, XHTML), JavaScript, Photoshop, Flash;
- business logic tier skills: PHP, Java (J2EE), Cold Fusion, .NET;
- data tier skills: Oracle, MySQL, SQL Server, Access, (and XML again);

## Personal summary

Damian has a background working in and managing technology strategy and teams in various sectors, and has worked with web-facing software applications since the early nineties when he worked in electronic publishing, adopting very early many of the web-based tools that businesses take for granted across the enterprise today. From 1996 Damian's work involved managing databases, data migration, data integration and the web-enabling of data-centric applications, after which he built an internet design and development company before joining Yell in 2001 as Head of Technical Development for yell.com, yellmobile.com and yelldirect.com. At Yell Damian was responsible for implementing and continuously improving a sustainable, resilient and scalable technology strategy and architecture that served over 80 million page impressions per month. Subsequently he joined vielife as CTO specifically both to refresh the technology platform that provides their product portfolio, and to represent the company's technology to clients and to potential investors. After he implemented the necessary technological changes and helped take the company through an intensive investment round that lasted for much of the year, vielife was bought by CIGNA, a large, US-based healthcare provider, at the end of 2006. Since then Damian has worked as a technology consultant for the publisher of the Times Educational Supplement, before joining the Lawton Communication Group, which includes the digital agencies Five By Five and Headstream, as Group Technology Director. He holds a bachelor's degree and a master's degree in history from the University of Leeds.

## Current Employment

April 2009 - present: Group Technology Director, Lawton Communications Group

I am responsible for the technology and project management teams that deliver the product for all the digital agencies within the group, including Five By Five ([www.fivebyfivedigital.com](http://www.fivebyfivedigital.com)), ensuring that the organisation makes the right technology and project decisions to deliver to its demanding standards solutions that combine creative flair and technological innovation and solidity.

## Previous Experience

October 2008 – January 2009: Technology Consultant, TSL Education

At TSL Education I was responsible for helping the company shape the technology strategy and team that produces its various web publications, including [www.tes.co.uk](http://www.tes.co.uk) and [www.timeshighereducation.co.uk](http://www.timeshighereducation.co.uk), which are becoming strategically and financially vital components of TSL's product portfolio.

November 2007 – October 2008: career break

While away from work I played the role of Solanio in the Merchant of Venice, which was staged at Winchester's Theatre Royal from 9th to 12th January 2008, after which I spent some time travelling in India, Thailand, Laos and Cambodia. After returning from Cambodia I built a web site for the Association Co-operation for Economic Development, a non-governmental organization working for social justice in rural areas in Cambodia.

January 2006 - November 2007: Chief Technology Officer, vielife

vielife provides health and well-being assessment tools, on-line, to a global market. I was responsible for the technology that powered this fast-growing, entrepreneurial company. I was recruited as CTO specifically both to refresh the technology platform that provides the product portfolio, and to represent the company's technology to clients and to potential buyers of the company. Having helped take the company through an intensive investment round that lasted for much of the year, vielife was bought by CIGNA, a large, US-based healthcare provider, at the end of 2006.

March 2001 - December 2005: Head of Technical Development, Yell.com

I was responsible for managing Technical Development - the team of J2EE developers that builds Yell.com and Yell Direct, as well as co-ordinating that team's relationship with, and response to the needs of, Yell's New Media business. Yell.com is a profit-making, top-ten UK web site. I was responsible for implementing and continuously improving a sustainable, resilient and scalable technology strategy and architecture that serves the needs of a very large volume of users per month, and enables the sale, fulfilment and servicing of a portfolio of advertiser products via field, telesales and on-line (e-commerce) sales channels.

July 2000 - March 2001: General Manager, Pulse Web Design

Pulse was a start-up web design company that combined high quality design with the provision for clients of on-line applications providing functions such as e-commerce, customer relationship management, dynamic content update utilities and bespoke functionality and database integration. My role was split between managing the company's staff and public profile, setting up the company's technology infrastructure, developing new business, and hands-on programming, database design and web site design.

March 1998 - July 2000: Director - Information & Technical Services, HCIMA

The Hotel & Catering International Management Association (HCIMA) is the professional body for the hospitality industry. Information & Technical Services (ITS) is responsible for the Association's information technology strategy and infrastructure, as well as providing an information service to the Association's Members via its web site and library. My job was both to manage the ITS department internally and to represent it to our Members, clients and other contacts within the industry. Under my direction the Association at this time invested significantly in IT, by consolidating and replacing the databases and client software that managed its membership, contact, examinations and bibliographical

data, and setting up a web site to provide information services on-line to members.

January 1997 - March 1998: Information & Database Officer, CBA

The Centre for Information on Beverage Alcohol (CBA) is an international trade association to the global alcoholic beverage industry, providing its members with timely on-line information about events and available information resources world-wide. My role was to manage the current affairs and research database, which makes available to remote users around 40,000 full-text records, to plan the Centre's internet strategy, to edit several hard copy publications and to manage its LAN infrastructure.

August 1995 - December 1996: Managing Editor, Chadwyck-Healey in association with The British Library

The Nineteenth Century programme, a publishing and research programme based at the British Library, makes available to libraries world-wide primary source nineteenth-century monographs. Originally a microfiche collection indexed using on-line and CD-ROM databases, by mid-1996 The Nineteenth Century had developed under my management a pilot programme to provide electronically both detailed bibliographic indexes and fully text-retrievable data.

1992 - August 1995: Editorial Researcher for The Nineteenth Century.

October 1990 - 1992: Editorial Assistant for The Nineteenth Century.

## Education

1989 - 1990: University of Leeds, Institute of Communications Studies  
M.A. by Research: Awarded 21st January, 1991  
Thesis title: The Presentation of the Soviet Union in the British Media, 1945-1949

1986 - 1989: University of Leeds, School of History  
B.A. (Hons.): Hii (History)

1979 - 1986: Pocklington Grammar School, West Green, Pocklington, York  
4 'A' LEVELS: History (B), English (B), Maths (D), General Studies (B)  
10 'O' LEVELS

## Published Work

Web sites developed, or for which I have managed the development, infrastructure and support include:

- [www.fivebyfivedigital.com](http://www.fivebyfivedigital.com). This site includes a list of some of the clients of Five By Five, the main agency within the Lawton Communications Group;
- [www.vielife-online.com](http://www.vielife-online.com). vieliflife's on-line product, hosted in the USA and served to millions of users based primarily in the US, UK, SE Asia and Australia;
- [www.yell.com](http://www.yell.com). The UK's local search engine, including its services for mobile devices;
- [www.yelldirect.com](http://www.yelldirect.com). The e-commerce portal for Yell, servicing not only yell.com customers but also customers of Yellow Pages and Talking Pages;
- [www.bottlesandcooks.com](http://www.bottlesandcooks.com). "Let's talk food and drink" - an epicurean social network;
- [www.aced-cambodia.org](http://www.aced-cambodia.org). ACED - non-governmental organisation working for social justice in rural Cambodia;
- [www.LeopardsCommunity.org.uk](http://www.LeopardsCommunity.org.uk). A community portal for the Littleton Leopards U-11 football team;
- [www.plums.org.uk](http://www.plums.org.uk). My cricket team's web site;
- [www.fitnessfirst.com](http://www.fitnessfirst.com);
- Excellence Through People - etp.org.uk. No longer available;
- [www.HCIMA.org.uk](http://www.HCIMA.org.uk);
- Worldwide Hospitality & Tourism Trends (WHATT.net). No longer available;
- [www.jag.uk.com](http://www.jag.uk.com). Julian Alexander Antiques;
- [www.shivarecords.com](http://www.shivarecords.com). Shiva Records;
- [www.mobileweb.co.uk](http://www.mobileweb.co.uk). Mobile Web (WAP & web site)

Other publications:

"The role of the private sector and other non-IGO organisations - Chadwyck-Healey" in Peter I. Hajnal, *International information: documents, publications and electronic information of international government organisations* (2nd ed.), Toronto, 1997.

## Interests

Reading; music; mountaineering; travel; cricket; theatre; family & friends.

## References on request