

Curriculum Vitae – Adam Sutcliffe

Personal Details

Name Adam Foster Robert Sutcliffe
DOB 18/04/73
Summary Recently graduated from the Royal College of Art, with 7 years of experience in New Media (inc. 4 in management) covering most sectors, platforms and technologies.

Employment History

June 06 – Present

Freelance Product/Industrial Designer

Hitting the ground running upon graduation. I have been engaged to develop a number of products. My main focus has been working with French electrical retailer Fagor Brandt to completely redesign the microwave. Taking it out of its typical rectangular white box and making it more engaging, pleasing and easy to use. At the same time producing a design piece that people will be proud to own and show off rather than embarrassed by and forced to hide.

Oct 04 – June 06

Royal College of Art – Industrial Design MA
(See Education below)

June 03 – Sept 04

Fagence + Foster Ltd. – Branding and Business Consultancy
Director+ Founding partner

Fagence + Foster was established to provide an holistic approach to Branding and business strategy. I, along with my business partner Justin Fagence, felt that because a business' brand reflects the personality of the company that the brand should be applied to all aspects of that company's operation i.e. from the look and feel of sales presentations to how the phones are answered, from the process methodologies used to deliver products/services to the interior design. We believe that only by doing this can a company work in harmony and maximise its potential.

My role within Fagence + Foster is that of Account Director, Project Director and Process/Brand Consultant. Our clients include:

1. BT Broadcast
2. BT Retail
3. Pierhouse – a Point of Sale (POS) and digital signage provider to Waitrose
4. Accerleron – an incubator with a number of companies covering fielding marketing and technology

Sept 02 – June 03

Pierhouse Business Solutions – POS and digital signage provider to Waitrose
Project Director

Pierhouse employs 50 staff and provides POS, ticketing, brand promotions and digital signage solutions to retailers, with Waitrose being their main client. I was brought into Pierhouse to advise and run their rebranding. Whilst doing this I also became involved in the restructuring of the company and the development of a

number of new strategic business offerings. These new offerings were of great strategic importance as they enabled Pierhouse to capitalise on their print and brand promotions experience and move into a variety of new, technology based, markets.

The role of Project Director in this case required me to also act as Business Analysis and Consultant in order to advise on both the restructuring and brand positioning.

Feb 02 – Sept 02

Digiterre Ltd. – Developers of digital business solutions

Business Analyst, Functional Designer & Project Manager

Digiterre hired me on the strength of the Request for Tender I authored, and the specification I developed, for the PwC Consulting extranet (see below). I was brought in to run the company's largest project, developing a totally bespoke and highly complex CRM system that would form the core of a new recruitment business called Coalition.

The project involved working with the client in defining their unique business proposition, then scoping and managing the development of a system to support it. As the project was highly time critical, once defined I employed a RAD system to ensure its successful delivery.

I was then engaged in the development of a number of new business concepts including:

1. an e-commerce site (mostlyballs.com) based on a relationship with Dunlop aimed at those that play ball sports.
2. a data reporting tool designed to help Tier 2 retailers understand and interrogate information from their EPOS. The system would also be used as a springboard into the development of a loyalty card system for Tier 2 retailers.
3. the development of an SMP, which evolved into a full blown business plan, for a Finnish manufacturer of bio-degradable surgical implants.

Sept 01/Jan 02

PwC Consulting (now part of IBM)

Freelance Consultant

Entirely responsible for the investigation, definition, planning, tender and roll-out strategy of a mission critical extranet. To be used by the entire PwC Consulting Marketing & Communications group throughout Europe, the Middle East and Africa (EMEA) to deliver all marketing campaigns. Designed to be then rolled out globally.

The investigation and definition of the extranet required me to rationalise and rebuild PwC Consulting's MarComs delivery methodologies such that a single methodology could be used throughout EMEA. The extranet, and methodology, had to be capable of handling the development and delivery of all marketing elements including print, events, new media and advertising.

June 01/Aug 01

Design Blue – Product, Industrial & Interior design agency

Freelance Inventor

Engaged to investigate the use of, and develop products using, a new set of electro- and fluoro- luminescence materials. I developed a number of product concepts including:

- A multi-purpose night reading device that preserves night vision, intended for field use
- A 20ft high digital clock less than 3mm thick
- Reusable glow sticks for use in sports diving
- Frosted glass windows that also work as lights

Nov 96/April 01

Wheel (Formerly pres.co/Foresight) – part of the Primecom group.

Executive Producer – (April 99/April01)

Responsible for the management and development of a team of 13 Producers (in addition to 3-4 Project Managers on a project basis) with an anticipated 2001 turnover of approx £4 million.

As an EP my time was split equally between the development of on-line strategies (business and brand), pitch writing/presenting and the management of my team, leading delivery teams, ensuring quality and effectiveness in all they deliver. The majority of what I did involved a high level of client interaction.

I was responsible for running the Wireless division of Wheel as well as setting up the Viral/Guerrilla development team. I was also tasked with setting up cross group (Primecom) new business initiatives.

As manager of my team I acted as a delivery, creative, functional and technical consultant/trouble shooter on all their projects as well as mentor, motivator, teacher and leader on a day-to-day basis.

The position ensured that I was continually involved in the whole spectrum of problem solving:

- from day-to-day project issues, to understanding client business needs and how the Wheel proposition might best realise them.
- from the design of simple functionality, to the development of immersive integrated media experiences.
- from the motivation of a Junior HTMLer, to a whole delivery team and set of suppliers.
- Overseeing and signing off budgets, project plans, risk registers and all other project documentation.

Whilst in this role I also managed two overseas teams (LA and Amsterdam) and lead delivery teams on projects for clients including:

- ABN Amro Bank – Global Extranet
- Dr. Martens – Full E-commerce
- National Savings – Re-branding site with on-line banking
- Launch UK – The UK version of the most visited US music site
- Marks & Spencer – The website
- Lastminute.com - iTV

The role fulfilled my passion for creative thinking and problem solving – matching client business requirement with user need and expectation. What drives me is

range, depth and freshness of challenge. Thinking out of the box whilst supplying what users/business need and expect is my forte.

Senior Producer/New Media Manager – (Jan 98/April 99)

As Wheel's most senior Producer I was responsible for the development of the largest Internet & intranet projects, and first e-commerce projects and the first iDTV projects. These sites included Marks & Spencer (marks-and-spencer.co.uk), Railtrack (intranet), Post Office (intranet), mynutrition (mynutrition.co.uk) and lastminute.com (iDTV)

During this time I was also responsible for introducing MS Project into the day-to-day development processes and establishing process documentation such as asset registers, risk registers and a template based budget & time quoting system.

Producer(Project Manager) – (Aug 96/Jan 98)

As the first Producer and Project Manager at Wheel (then known as The Presentation Company) I was responsible for the development of working practices and methodology. As well as being the only person able to consult on web development, strategy and marketing. The position afforded me a great deal of exposure to all areas of the business at a relatively young age. I was fundamental in establishing the processes involved in developing websites from how to extract and construct a brief, to how to ensure a successful build.

Daily activities included development of:

- Budgets
- Project plans & reports
- Functional specifications
- Site maps & storyboards
- Risk Assessments
- Pitch documents (including Brand and Business strategy)
- Briefs

Oct 95/Aug 96

Freelance HTML, C, JavaScript, PERL coding

Self-taught HTML, C, JavaScript and PERL during my third and fourth years at University. Whilst working as a freelancer I was involved in the development of:

- Yell (yell.co.uk) – Intermedia
- BMW (bmw.com) – AKQA
- Stealing Beauty, 101 Dalmatians, BT Global Challenge – Foresight New Media
- The Army, DHSS – COI (Central Office of Information)

Oct 91/May 96

Ministry of Defence

Student Engineer

As part of my University sponsorship I worked for the Ministry of Defence for a year before University and for 4 months during the course of each summer. The initial year covered a range of practical engineering skills including Project Management, CAD, welding and fitting. Each placement built on these skills and developed furthering degrees of management skill. I was placed at the following establishments:

- Rosyth Dockyard – Edinburgh. Summer 92
- B Precision – Poole, Dorset. Summer 93
- Vickers Defence Systems – Leeds. Summer 94
- 3M – Minneapolis, Minnesota, USA. Summer 95

Training and Computer Skills

Training

- pres.co, 1999 – Management & Leadership
- pres.co, 1998 – Pitch Writing, Client Management
- pres.co, 1997 – Project Management, Time Management
- MOD, 1992/1996 – Project Management, Presentation Skills, Welding NVQ

Computer Skills - Applications

- Excellent understanding of all the Microsoft Office suite applications
- Excellent understanding of most common Windows packages e.g. WinZip, WinFTP
- MS Project
- Excellent understanding of Rhino
- Excellent understanding of Cinema 4D
- Proficient in both Photoshop and Illustrator

Education

University

Royal College of Art, London – 1994-1996

Degree

Industrial Design Engineering (MA)

IDE is an evolution of product design that extends beyond design, materials and technology, to also encompass creative business, marketing and the role of the entrepreneur. It is a cutting-edge discipline in which one works at the centre of complex, demanding projects, juggling creatively in teams and individually, to achieve great ideas, designs and successful products.

University

Imperial College, London – 1992-1996

Degree

Mechanical Engineering, (Masters, M.Eng)

The degree covered all aspects of Mechanical Engineering including design, manufacturing processes, management, materials, structures etc.

Third year was spent at Rensselaer Polytechnic Institute, Albany, New York.

Whilst at Imperial I was sponsored by the Ministry of Defence (DRA). In my final year I was Chairman of the Mechanical Engineering Society.

Other

4 A-Levels (Maths, Further Maths, Physics, Chemistry), 12 GCSEs

Miscellaneous

Interests Painting, Furniture making, Motorbiking, Snowboarding, Go-Karting, Design, Reading, over analysing good adverts and shouting at bad ones, pursuing an active and varied social life.

References Available on request

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