

Curriculum Vitae - Neil Rathbone

KEY SKILLS

I am an articulate communicator, in print or on my feet, who has a deep love of science and technology. A Fellow of the Institute of Directors I have extensive experience in strategy, troubleshooting, and business and management, especially the specific environment of SMEs and SME support systems.

I am very familiar with managing current Internet and Web technologies, in particular

- Web 2.0, social networking, and cloud computing for supporting professional communities
- Web user interfaces and usability assessment
- E-marketing and Customer Relationship Management
- Taxonomies and indexing
- Content feeds and portals
- Digital Ecosystems

Journalistic and communication skills including the creation of articles for the media on research and technical subjects that are interesting to non-technical audiences, and experience in training scientists to write in a journalistic style.

Extensive contacts among European Technology Transfer actors and personal membership of the European technology transfer professional association, TII.

Working knowledge of technology investment community, including managing venture and 'business angel' mentoring/early-stage capital.

I am also a qualified pilot and gliding instructor.

DETAILED CAREER HISTORY

September 1997 onwards - Freelance Management Consultant

For more than a decade I have been an independent management consultant in technology and business innovation. I specialise in the relationship between technology and SMEs. Most

of the work I undertake is long-term contracts for major consultancies working with the public sector, especially using Web 2.0 technologies.

Assignments include:

Pera/UK Government, London - Knowledge Transfer Networks (KTNs)

Piloted a new form of online knowledge transfer and then rolled out, in a seven-year programme, a Web 2.0 portal that supported 24 Knowledge Transfer Networks, each with a devolved management. Supported the users/actors to help them build communities using the platforms. Technologies include Web content management, e-newsletters, conceptual indexing of Web content, automatic classification, collaboration spaces, VoIP teleconferencing, technology roadmapping, and patent/knowledge mapping. The principle of Web 2.0 portals to support knowledge transfer with devolved management of individual sites and seamless browsing via 'single log-on' has since attracted international attention.

London School of Economics, London - Framework Programme Network of Excellence, Autopoietic Digital Ecosystems

I lead the work package on dissemination and communication. This involves managing the Web presence, marketing materials, external communication, media information, newsletter, presentations at events, and contributing to the Open knowledge Space, which is a Web 2.0 space for research collaboration.

IBM/T6, Brussels/Rome - Framework programme Integrated Project, Digital Business Ecosystems

Led various aspects of communication and training, as well as application of a classification system for SMEs. This €14m project was concerned with the creation of the next generation of B2B applications using Digital Ecosystems.

Business and Project Management SA, Athens

Delivered post-graduate lectures in technology and its effect on business and entrepreneurship as part of an economic development programme.

Intrasoft International, Brussels – CORDIS, the EU research, development and innovation information service

Analysed and represented user needs. Proposed and piloted new Web-based services, particularly the dissemination and exploitation of research results, including 'Technology Marketplace' and the FP6 electronic 'Technology Implementation Plan'. Designed a content quality system. Trained and mentored editorial staff in the techniques of journalistic writing.

Media Lab Europe, Dublin

Advised the European arm of the United States MIT Media Lab on the adaptation of their US business model to European conditions and to help them interface with EU public funding sources.

GOPA Cartermill, Brussels - European Commission DG Education and Culture

Analysed and articulated the pan-European training needs of those involved in the innovation and technology transfer professions as a pre-cursor to the development of accreditation and professional qualifications by European networks such as TII and EARMA.

Electronic publishing and e-commerce

Published an on-line plain language guide to R&D funding from the 5th Framework Programme. Called 'A Pocket Full of Euros' it was sold exclusively on-line.

SME classification system

Developed a typology for the classification of SMEs (Small and Medium-sized Enterprises) according to the three factors that most determine their characteristics and behaviour in practice.

Workshops

Conducted a number of one-off workshops on management topics for various clients

September 1990 - August 1997 - Director and Chief Executive, Pronovus

A public/private partnership that created a regional technology centre that later became accredited as a European Business Innovation Centre (BIC), stimulating economic growth through the transfer and application of technology by small and medium-sized enterprises.

The company's sponsors, a partnership of industry, higher education, and government, originally appointed me on a one-year troubleshooting contract after a failed start-up and the resignation of the first Chief Executive. I re-aligned the company's strategy, converting the wishes of the partners into a business plan, and negotiating a consensus between the diverse needs of individual stakeholders.

It soon became recognised as one of the most successful Regional Technology Centres, combining clarity of purpose with commercial success. Having built a small but effective organisation, I initiated and led a joint bid by 21 partners, with the backing of our Government Office for the region, which was successful in securing EUR 350,000 under the European Commission's RITTS programme for an infrastructure and strategy project to establish the 'East Midlands Technopole'.

I won European funding for several major business support projects, including a €1.3M trans-national project, under the Commission's Fourth Framework Programme, to develop a revolutionary 'biometric' security technology.

The success of our services to companies, combined with the emergence of UK Business Links for general business support inspired me to implement a new strategy to re-position the company in a more specialist way as an accredited European Business Innovation Centre (BIC or CEI), part of a European network of more than 100 such centres. We won EU funding to set this up, matched by cash from the region's TECs, Business Links, and Local Authorities who made a five-year commitment to this development.

On my leaving seven years later, it had not only succeeded in its original mission to play a specialist role in the region's economic development, but also had a secure future in a difficult climate for such organisations.

August 1995 - January 1997 - Non-Executive Director, Thomas Hannah & Associates (part-time in addition to main employment)

A young, high-growth, and profitable service company in the field of corporate incentive travel and conferences.

THA is a highly successful service company, carrying out major projects for blue-chip European clients including Glaxo-Wellcome, BT, Honda, TNT, Chrysler, NCR, Mazda, and HFC Bank. I was responsible to the shareholders for overseeing the management of change within the company necessitated by its exceptional growth.

Introduced a robust and professional infrastructure in IT, finance, training to the 'Investors In People' standard, and quality management. The company has attracted substantial external equity investment, which has since been repaid, and is now achieving controlled growth and expansion into an international specialist group.

March 1987 - September 1990 - Head Of Strategic Marketing, Pera

One of Europe's largest Research and Technology Organisations, employing 350 staff in consultancy and engineering.

Joining to lead a department which specialised in international industrial marketing consultancy, I moved on to a strategic role within Pera's own corporate function, where I advised other consulting departments on marketing.

Planned and carried out a high-level public relations campaign on behalf of the independent research and technology sector that helped to improve its image among politically influential individuals.

In 1989 I was given a troubleshooting assignment at the UK Centre for Open Computer Communication Standards. This was a Government-supported national awareness and information centre for information technology. The project was part way through its mission and had run into difficulties. I created and implemented a new strategy and managed the team of five executives assigned to it. The success of the turn-around resulted in approaches from the Department of Trade and Industry for additional projects.

In March 1990 I was assigned responsibility for the creation of a new consulting department focused on strategies for the management of change where I won several major contracts for the group, including two missions for the World Bank to report to the Turkish Government on how technology transfer could be developed for industrial development within Turkey. This project led eventually to the establishment of a new Foundation.

Undertook a study of management techniques, in Japan and Hong Kong, that compared cultural approaches to management. Wrote about the then proposed global harmonisation of production under the 'Intelligent Manufacturing System'. Report was subsequently published.

May 1982 - March 1987 - Managing Director, Barclay Cain

A consultancy established as a start-up company with three colleagues, carrying out marketing consultancy for the technical and business-to-business sectors.

I initially headed the sales function where I established a client base that ranged from small businesses to blue-chip companies. As the company grew, I took over the financial and business management aspects, introducing IT and management systems, and building the company to 30 staff.

Took advantage of my understanding of science and technology to specialise in clients with technical and scientific products, in particular the qualitative analysis of specialist B2B markets and devising product and service strategies.

August 1976 - May 1982 - Director, Bowen Communications

A marketing services company with a long-established practice serving the local ceramics, engineering, and other industries.

Joining from graduation, I worked on the delivery of a range of services from industrial photography to complete product launches. Clients ranged from small local engineering businesses to blue-chip consumer manufacturers such as Wedgwood and Doulton.

I created an audio-visual service that grew into a separate marketing communications division covering design, advertising and multimedia presentations. Was made a Director in 1980.

EDUCATION**School**

11 GCSE 'O' levels

3 GCSE 'A' levels

Degree

B.A. - Multi-disciplinary Design (Birmingham) specialised in multi-media communication.

Professional development

Advanced Financial Management - Ashridge Management College

Staff Counselling and Motivation - British Institute of Management

French for Business - Clarendon College and private tuition

TV and Radio Interview Techniques - Television and Radio Training Ltd

Email Marketing – Institute of Directors

PROFESSIONAL QUALIFICATIONS

FIOD - (Fellow of the UK Institute of Directors)

LANGUAGES

English - mother tongue

French – basic conversation

PERSONAL DETAILS

Born 15th August 1955, UK national

Clean driving licence

European Private Pilots Licence with SLMG, IMC and night ratings, gliding instructor

Married with two children, born 1982 and 1985

Home and Office:

Daventry House
102 Burton Road
Melton Mowbray
LE13 1DL

Tel: +44 1664 852614

Email: neil.rathbone@daventryhouse.com

Skype: neilrathbone