

## Curriculum Vitae - Neil Rathbone

### **KEY SKILLS**

I am a technologist with high-level management and communication skills gained from a marketing and business background. As a former CEO and Fellow of the Institute of Directors I have extensive experience in business and organisational strategy, troubleshooting, and management techniques, especially for SMEs and innovation.

Following a decade spent developing practical uses of emerging web technologies, I now specialise in the management and human aspects of:

- Web 2.0
- Cloud computing
- Social networking
- Mobile computing
- Communities of interest and communities of practice
- Web user interfaces and usability
- Taxonomies and indexing
- Content feeds and portals
- Digital Ecosystems

I am practised in the creation of media content, and experienced in training scientists and engineers to communicate better.

I maintain extensive contacts in Brussels among European technology and knowledge transfer actors and relevant Commission agencies.

I have a working knowledge of finance and the technology investment community, including venture capital and 'business angel' mentoring.

I am also a qualified pilot and gliding instructor.

## ***DETAILED CAREER HISTORY***

### ***September 1997 onwards***

#### ***Freelance Technology Consultant***

For well over a decade I have been an independent management consultant in the field of technology and business innovation. Most of my work is on long-term contracts for major consultancies working with the public sector to design and implement programmes, especially using Web technologies, and often teaming up with technical associates.

Major assignments include:

##### ***Siemens/European Agency for Competitiveness and Innovation , Brussels - New web tools***

Advice and support for a major intranet and tools development project for the Enterprise Europe Network of 600 nodes with 3,000 users.

##### ***European Commission, DG Enterprise , Brussels - Expert report on Web 2.0 for innovation support***

Analysis and recommendations to inform future development of two Commission programmes.

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

Pilot and 7-year roll-out of new form of online knowledge transfer programme that today supports 15 independently-managed networks. Support included input to system design, devolved management, training, user engagement, and community-building.

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

Led the work package on dissemination and communication, involving managing the Web presence, marketing materials, external communication, media information, newsletter, presentations at events, and contributing to a Web 2.0 space for research collaboration.

##### ***IBM, Brussels - 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. 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.

***Other activities***

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.

Conducted a number of one-off workshops on technology management and communication 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.

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 led to further funding and accreditation as a European Business Innovation Centre (BIC or CEI), part of a European network of more than 100 such centres.

### ***August 1995 - January 1997***

#### ***Non-Executive Director, Thomas Hannah & Associates***

(part-time in addition to main employment)

Advising a young, high-growth service company in the field of corporate incentive travel and conferences on the introduction of management and infrastructure in IT, finance, training to the 'Investors In People' standard, and quality management.

### ***March 1987 - September 1990***

#### ***Head of Strategic Marketing, Pera***

Led the marketing consultancy arm of one of Europe's largest Research and Technology Organisations, employing 350 staff. I later took on 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. 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 the TTGV.

Undertook a published study of comparative cultural approaches to management of technology in Japan and Hong Kong.

### ***May 1982 - March 1987***

#### ***Managing Director, Barclay Cain***

Established a marketing consultancy with three colleagues, working 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.

### ***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. 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

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