

David Hassall

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A problem solver and simplifier by nature, who creatively finds ways to get 80% of the benefit for 20% of the effort. An adaptive person, who welcomes new challenges and opportunities. With an eye for detail builds solid foundations for solutions to grow. Enjoys being in a group environment working for the improvement of all. Experienced dealing at all levels from staff to executives (all recognised by a commendation from Bournemouth Borough Council's Leader and CEO).

Key skills	Examples of use
Project Management	From S/W and H/W through health sector to landscape improvement projects
Process Mapping	Mapping of NHS processes to allow better systems to be developed
Internet Marketing	Building/managing accounts to maximise spend using Adwords and Analytics
Website UX	Developing conversion orientated websites for desk-top and mobile
Team Building	Guiding and motivating teams to meet, and exceed, company standards
Advanced I.T.	Integrating systems with SQL, Access, Visual Basic, Excel and Word
Training	Training 30+ trainers to cascade knowledge down to 500+ people
Public Speaking	Representing a Public Speaking Club (Toastmasters Int'l) in regional competitions

Career History

Project Co-ordinator Bournemouth Borough Council 2014 – present

Responsible for managing a range of projects

Key Achievements

- Leading £300K fund to promote South West England in International Education markets
- Managing design phase of seafront improvement (£2 million)
- Researching, preparing and submitting case against Navitus Bay Wind Farm (190+ turbines)

IT and Internet Marketing Manager New Driver 2009 – 2014

Responsible for developing and improving internal systems, and linking to websites.

Key Achievements

- Building new websites linking to in-house systems, thus improving efficiency.
- Implemented software that reduced a 3 man-day task to 30 minutes.
- Streamlining vouchers and implementing online redemption, reducing costs.
- Simplifying systems from multiple spreadsheets to Access.
- Built an Access Application to generate Adwords to target 30,000 geographical keywords.
- Maintaining and improving systems, including adding local websites.
- Training instructors on marketing techniques.
- Using Wordstream to improve Adwords performance.
- Following feedback to Wordstream, invited to become a Product Innovator for them.

Note next 3 achievements were for temporary placement at NHS and St Aldhelm's Academy

- Supporting 100+ staff and 400+ pupils with day-to-day issues.
- Maintenance and system rebuilds for PCs and Laptops.
- Training 1000+ clinical staff how to use new laptops, using non-jargon language.

Data Analyst **Bournemouth and Poole PCT** **2008 – 2009**
Contracted to review data requirements for a number of disparate teams.

Key Achievements

- Surveyed 7 departments and recommended the capture systems and structure required for management data that enabled clinicians to focus more time on patient care.
- Developed Access systems proving the concepts to clinicians who were anti IT.

Visual Basic Programmer **Guardian Automotive** **2003 – 2005**

Key Achievements

- Added to the Guardian Automotive System with Sales Entry and Warehouse Picking modules.
- Configured Invoicing to be less manual by passing data from Sales Entry and Picking.

Project Manager **Anetwork** **2001 – 2003**

Responsible for System Design and Implementation Strategies, System Reviews and Recommendations and Customer Support.

Within this Employment Worked with:

Neville Jones – Solicitors **Streamlined 3rd Party Management Suite**

- Assisted them to get best use from a package they had not utilised fully.
- Integrated package with Microsoft Office.

Raymond Brown - Construction **Email Automation to meet Statutory Requirements and Recycling**

- Automated emails received and sent, to ensure electronic data fulfilled the compliance rules laid out for printed material.

Runnymede Borough Council **Data System Review**

- Reviewed and reported on the systems and data used by Runnymede Borough Council allowing them to re-structure and standardise systems and licensing.

Project Manager **Deverills** **2000 – 2001**

Responsible for managing outsourced maintenance teams.

Key Achievements

- Managed a team providing 3rd line support to multiple sites for Slough Borough Council. Introduced processes and procedures to prevent complaints.
- Set up a 2nd and 3rd line support team for a new Meryll Lynch call centre.

Visual Basic Programmer **Self Employed / Guardian Automotive** **1999 – 2000**

Key Achievements

- Taught myself Visual Basic (VB) 6 over 2 months prior to building systems.
- Replaced a DataEase Invoicing System with a VB / Access DB one, including transferring all DataEase data to the Access DB e.g. customers, products and a complex pricing structure.

Project Manager **Telxon** **1985 – 1999**

Responsible for Project Managing

Key Achievements

- Promoted through the business from Junior Analyst Programmer to Team Leader (New Recruits) to Technical Support to Project Manager.

Within this Employment Worked with:

Tesco **Self Scanning**

- Managed the development of a self scanning device liaising with Tesco senior management and our product team in the USA.

Marks and Spencer **Various Stock, EPOS and Communication Systems**

- Worked on the migration of stock replenishment from in-store, to a local warehouse, to a combined and shared warehouse stock.
- Project managed a trial of a mobile EPOS solution allowing them to have "pop-up" stores at

events, e.g. Cheltenham Festival and Crufts etc.

- Developed a programme to ensure shelf edge label pricing and EPOS pricing were accurate for legal compliance.
- Project managed the implementation of a wireless scanning system for processing goods-in and goods-out of food warehouses, run by BOC and Christian Salvessan.

Ford Motor Company

Installation of Europe's Largest Wireless Network

- Project managed the installation of the largest wireless network in Europe.

Curtis Holt Toolbank

Hardware Stores Self Ordering System

- Developed a system allowing Hardware store staff to perform stock ordering from the ToolBank printed and bar-coded catalogue.
- Notable achievement was to solve the problem of getting 1MB of data into 500KB of storage.

Sainsbury

Stock Control / Price Checking

- Managed a team of 4 new programmers to ensure they adhered to company standards and best practices, avoiding them making the same mistakes as their predecessors.

Whirlpool (Philips Service)

Field Service Engineer Program Suite

- Developed the system for engineers enabling their work to be "paperless".
- Notable achievement was the system enabled the engineers to perform 1 extra job per day and also removed the need for 2 hours of paperwork, once home.

South Western Electricity

Field Service Engineer Program Suite

- As above for Whirlpool

Parcelforce

Depot Parcel Tracking

- Project managed the rollout of a parcel tracking system using wireless handheld computers.

InterCity

On Train Fault Reporting / Passenger Counts

- Implemented a solution allowing conductors to report faults to train equipment whilst the trains were in motion, resulting in crews ready for repair, reducing train inactivity.
- Provided a system to allow conductors to send passenger counts whilst the train was moving.

Scottish Power (SSEB)

Meter Reading

- Developed the handheld meter reading solution.
- Trained 12+ trainers for the PC and handheld solutions so they could train end users.

Education and Training

Course / Qualification

PRINCE2 Practitioner

Google Adwords Certified

ITIL Foundation

Novell Netware 3

City and Guilds Computer Programming

3 A levels (Pure and Applied Maths and Eng. Drawing)

Awarding Body

APMG International

Google

BCS – ISEB

Novell

Computeach

Corfe Hills School

Hobbies and interests

- Golf – Handicap 13, past Club Captain and Handicap Secretary
- Public Speaking – Member of a local Toastmasters International Club
- Dancing – Latin / Ballroom

Personal details

Date of birth 13/12/1962, Married, British, Good health, Full clean driving licence