

# Alexander Michael Craxton

A product manager and technical program with over 17 years' experience working in the mobile, web, social and digital industry sectors within start-ups and enterprises. Specialising in the strategic vision, design and delivery of digital products and services for a mix of media, operator, enterprise and online sectors. Engages and presents to C-level executives, clients, partners and project teams the long and short term product goals. Accomplished communicating and analysing in industry trends both internally and externally and comfortable speaking at events.

## Key Achievements

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Founder of Mobile Monday London in 2005 ([www.mobilemonday.org.uk](http://www.mobilemonday.org.uk)), now an advisory board member since June 2011. Mobile Monday London is a grass-roots community for the mobile sector, encouraging cross-discipline engagement and education whilst championing innovation. At over 5,000 members with an online presence with a monthly conference event, it is now one of the largest and most active of its kind globally. Responsibilities have included, presenting to 200+ attendees in front of cameras, event logistics, manage online presence and market/evangelize to the industry for speakers, sponsors and topics.

## Technical Skills

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- Product technical architecture for integration, messaging and web platforms
- Research and develop technology strategies and road-maps
- Development skills in Mobile, Web, Java Enterprise (7yrs), C/C++ (6yrs) and data/integration XML, SOA (10 years)
- Environments in mobile, web and platforms, Windows/Unix, Java Enterprise (WebLogic, SunAS), mobile environments such as iOS, Android, Windows Phone and Symbian
- Office and design software such as Word, Excel, PowerPoint, Visio, Source Control, Intranets

## Career History

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<b>conTgo Ltd.</b>	<b>April 2012 to present</b>
<b>Product Manager, Mobile</b>	

conTgo, a start-up of 20 employees, provides mobile itinerary, risk and tracking services to the corporate travel industry. The client base is made up of large enterprises (Lego and Microsoft), Travel Management Companies (Amadeus and Carlson Wagonlit) and product resellers. Responsible for product managing and delivering the new mobile travel application to market.

- Managed mobile app project with the internal development team, external development partner and mobile app partner
- Managed the complete release procedures taking the mobile app to market on iPhone, Android and Windows Phone
- Built mobile application strategy, roadmap and prototypes aligned on current and future requirements
- Maintained and documented product requirements, change requests, app issues and support knowledge bases
- Analysed competition capabilities, market position and industry trends
- Assisted sales and marketing activities with clients, prospects and events on product capabilities, product roadmaps, demos and mobile industry

<b>Nuance Communications Plc.</b>	<b>June 2008 to April 2012</b>
<b>Technical Program Manager Mobile Customer Care EMEA</b>	

Nuance specialises in speech recognition, mobile and imaging products and services for OEMs, Telcos, Enterprises, Start-ups and mobile development companies. Nuance has grown to a global work force of over 6,000 supporting annual revenue of \$1.4b dollars.

- Managed client focused pre-sales projects involving global sales teams, product management, marketing, engineering and external partners
- Projects included product prototypes for sales activities, customer market research, mobile user interface studies, internal demos and product feasibility studies
- Advised on and organised events with marketing for developer community activities, industry events and demos
- Project managed US technical team to build and deploy a live proof-of-concept platform to run trials and pilots
- Worked with global cross-geographical teams to deliver projects in Americas, EMEA and APAC regions, engaging with external partners to achieve deadlines where necessary
- Engaged with US product team to provide direction and strategy for evolving current mobile products and introducing new products within the EMEA sales team
- Hosted workshops on industry technologies, market trends, technology roadmaps and short to long term mobile strategies

- Business development to identify suitable mobile partners through networks within industry peers, managing the RFQ process and opening opportunities with new and existing clients

**Sabbatical – January 2008 to May 2008**

**Ymogen**

**February 2007 to December 2007**

**Product Manager**

UK media start-up providing hosted social web and agency mobile services. Delivered mobile solutions into the Daimler group for Mercedes and Smart marketing campaigns. Web social platform developed for collaborative use on the web and white labelled for media sponsored campaigns.

- Hired by CEO to define and realise the collaborative film creation platform based on social network and team collaboration principles
- Responsible for market research and identifying the suitable subscription and pricing models
- Produced user experience wire-frames and use-cases to specify key features for roadmap
- Ran team workshops to communicate product strategy and project plans
- Worked on client pitches for mainstream UK media on current and future products
- Hired creative and technical staff into the design and engineering team
- Managed mobile marketing promotion sites for various Mercedes, Smart and Daimler UK mobile campaigns

**News International – Broadsystem Media**

**March 2003 to March 2007**

**Development Manager, Media**

UK media agency of over 300 staff focused on high volume broadcast and print media mobile and telephony campaigns. Clients included BBC, ITV, Channel4, Endemol, News International, National Magazines and IPC Media. Specialising in telephony and mobile solutions such as marketing campaigns, live broadcast voting and competitions with weekly revenues over £1m.

- Managed team of 3 developers to build and support Broadsystem's mobile services
- Successfully managed live support of mobile platforms during primary channel prime-time TV and Radio shows
- Maintained internal relationships with sales, account management, production, QA and IT to qualify go-live suitability with aggressive non-movable timescales
- Involved in sales pitch process, account management meetings with clients, involved in partner technical due diligence
- Architected and developed a high volume mobile text and analytics platform integrated into all UK mobile operators
- Managed integration of Broadsystem's multi-channel platforms, including SMS, IVR, Call Centre and Web
- Maintained the technical and escalation relationships for Broadsystem with all the major UK operators and technical partners

**Izodia Plc**

**September 2001 to February 2003**

**Senior Software Engineer**

European web B2B platform providers to enterprise, previously known as InfoBank prior to IPO (with 300 staff and valued at £2.4b). Developed and marketed dot-com scale solutions to e-commerce and procurement-chain clients and partners.

- Member of the new platform architecture and integration teams
- Responsible for data integration and user experience components
- Developed the web and integration tiers of the new platform
- Developed in Java on the JBoss Enterprise platform
- Liaised with the Product and QA teams as part of the design and development process

**Digital Channel Partners**

**August 2000 to August 2001**

**Senior R&D Software Engineer**

Global multi-channel digital consultancy of over 200 staff. Primary focus was on dot-com web solutions. R&D focus to take principles from web into mobile and telephony channels.

- Responsible to identify key technologies and development languages to use within consulting teams
- Developed Java prototypes and user-experience research for the emerging WAP and Java Enterprise platform such as ATG Dynamo and Apache open source
- Communicate best practices within consulting teams and business development
- Research into multi-modal consulting, web user experience and new technologies
- Reviewed user experiences on client projects such as Dymo, Telegraph online and BMW

**Career before 2000 as Senior Software Engineer at Media Information and Cavendish is available upon request.**

## Profile

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**Nationality** British  
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## Education

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BSc (Hons) Software Engineering 2:1 - DeMontfort University Leicester - 1990 to 1994