

Brian Fitzsimons

Experienced Product Manager + Software Project Manager / SCRUM Product Owner at OpenJaw Technologies

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Summary

Outgoing, motivated and experienced in building products and leading high performance teams at global technology and communications companies. I have held senior management positions in Telefonica O2, BT Ireland, UPC, OpenJaw Technologies and TalkTalk UK that have led to over €3bn in company revenues. My experience balances commercial and technical competencies with a strong understanding of product design and leadership. My experience is supported by several post graduate degrees in the areas of technology management and commercialisation in addition to an MSc in Innovation. I maintain strong links with industry and suppliers in addition to a keen interest in emerging technology trends in the mobile, analytics, location and communications domains.

Honors and Awards

Judge for the annual UK Internet Industry Awards

Internet Service Provider Association United Kingdom

2013

The ISPAs – the UK Internet industry awards – are the longest established and most respected awards in the internet industry. Since 1999, the ISPAs have been rewarding and celebrating the best in the UK internet sector. The ISPAs are run by the Internet Services Providers' Association (ISPA UK) to herald the best of the Internet industry and to celebrate innovation and best practice. In 2002 the awards were dubbed The ISPAs.

Experience

Product Owner Agile SCRUM / Software Project Manager at OpenJaw Technologies

November 2012 - Present (2 years 2 months)

- Software Development Team Management (9 Members inc. Dev, QA & Test) - Agile SCRUM Implementation - Client & Account Management - Involvement in Innovation Programme - XLST, HTML, CSS, Java, Javascript, ORACLE, Eclipse, XML Spy, SQL

Product Consultant at TalkTalk

October 2011 - October 2012 (1 year 1 month)

My contribution at TalkTalk was to support the launch a high profile TV product (+Fibre) to directly compete with SKY. The launch had been previously delayed due to technical and strategic impacts and required a revised strategic approach. I consulted on the project during in the formation of a new product group to bring a competitive proposition to market and create new revenue streams in paid content and PPV. My role was

all encompassing and included strategy definition, development of relevant businesses cases and ownership of the go to market plan. Two new streams were implemented to rapidly develop new hardware (Routers, TVBox, Firmware), software (Firmware Upgrades, Install CD's, Security) and network based technologies (TR69). In addition I liaised across the business engaging stakeholders to support the launch and iteratively develop new product features and services. My role was a prominent senior appointment encompassed managing resources across the business to support the product launch, marketing activities and business change to ensure a successful venture in a new industry.

Founder at Karma Media Digital Marketing

January 2010 - October 2011 (1 year 10 months)

- Website Design & Web Analytics - Product Commercialization - Social Media Management - Media Creation (Video and Animation) - Campaign Management My primary responsibility was new customer acquisition and advising clients on the most effective digital media and mobile strategies in bring new products or services to market. Clients include Eircom, Vodafone, O2, Galway Chamber.

Operations Director at Futureproof Conference Series

May 2009 - October 2011 (2 years 6 months)

Futureproof is a series of highly successful technology conferences. The conferences focus on emerging trends in the technology space and have attracted thousands of attendees and expert speakers from around the globe. Each conference focussed on a different topic i.e. The emergence and future of Social Media, Video & Entertainment on the Web, The Business of Mobile, The Future of Apps. The first series consisted of 12 Expert International Keynote speakers from the US & Europe representing the largest Advertising Agencies, Telco's, Bloggers and more. - Event Management - Social Media - Web Entertainment - Online Video - Web Applications

Senior Product Manager - Fixed Services at O2 Ireland

January 2008 - May 2009 (1 year 5 months)

Fixed Services encompassed delivering a DSL Broadband and Fixed Voice platform with the intention of creating a converged portfolio offering VoIP/TV/Web services to the the digital office and digital home. The project consisted of over 100 team members, took approximately 15 months from initiation to completion and I acted as Product Manager and overall Business Owner in this period. - Market entry assessment

- Business case development - Quat/Qual market research
- CPE (Modem) design & production - Product roadmap development - Strategic partner Negotiations - Documentation of design requirements - Acquisition assessment - P&L responsibilities - Sales channel development (+Training) - Marketing and launch activities

Mobile Broadband Product Launch Manager at O2 Communications Ireland

September 2006 - January 2008 (1 year 5 months)

Mobile Broadband is (October 2010) one of the most successful mobile products launched by O2 in Ireland. Today it currently has 145,000 subscriptions and returns one of the highest ARPU's available for Mobile Subscriptions in the industry. €250m was initially invested in building and launching the network while I was responsible for performing the initial feasibility studies, Market research (in combination with Fixed Services this reached €100k), Project Management and Proposition Development for the initial Business Case in 2007. Today the project has attracted a further €750m of investment and continues to perform strongly in the Irish market. - Market Research - Initial Product Development - Business Case Development - Product Launch Activities

Mobile TV Trial Project Manager at O2 Ireland

December 2006 - March 2007 (4 months)

For this campaign I acted as temporary Project Manager coordinating the trial of DVB-H (Digital Video Broadcast Handheld) services in the greater Dublin (September 2007). Reporting in to the Head of Broadcast we ran a trial in conjunction with Arquiva operating 350 live users on-net providing access to 13 live TV channels including Sky sports, Setants sports, RTE, Sky News and The Discovery Channel. The trial was a success and subsequently led to a O2TV offering via 3G Broadband. This role was carried out in conjunction to establishing the Broadband Business at Telefonica O2 Ireland.

WiFi Product Manager - Contract at O2 Ireland

August 2005 - September 2006 (1 year 2 months)

I contracted at O2 with the purpose of rolling back a legacy Commercial Wireless LAN Network that was costing the organization more to maintain than revenue generated. I established a commercial agreement and migration of hotspots to a 3rd party increasing the O2 WLAN reach, revenue in addition to reducing costs. - Cost reduction (€1m+) - Product Rollback - Contract Negotiation - Proposition Development

Management Consultant - Contract at Irish Government

April 2005 - August 2005 (5 months)

In 2005 I took a short term assignment with the Irish Government's Department of Social & Family affairs. The contract objective was to provide expert recommendations around process efficiencies and current working practices. Over a period of 4 months we restructured many of the practices used in processing Social Welfare applications, PPSN Applications from foreign applicants. Implementing new practices lead to smarter processes, improved workflow efficiencies, a faster applications process and a reduction overtime payments to members of staff. - Process improvement - Application Process Design - Cost Analysis - Cost Reduction - Strategic Planning

Credit Management Restructure Manager - Contract at UPC Broadband

October 2004 - December 2004 (3 months)

UPC (At the time called NTL) required a experience contract worker to improve efficiencies in their Credit and Consumer accounts teams. The client was regularly experiencing backlogs of customer credit issues leading to loss of earnings. I implemented Processes, Targets and streamlined inter-departmental workflows

to build a longterm solution without the requirement for paid overtime or additional staff while recouping over €100k of debt. - Credit management team restructure - Departmental daily/weekly/monthly target implementation - Backlog clearance - Process improvement - People management

Business & Enterprise Consultant - Contract at Dell

August 2004 - October 2004 (3 months)

Consulting for strategic clients in the UK. I Analyzed Non Dell client portfolio's and defined action plans to convert them into customers. Effectively turned inbound calls to sales for my client accounts and managed orders from call to completion. - Enterprise sales - Servers - Consulting - Strategic Planning

Broadband Project Manager at BT

February 2002 - September 2004 (2 years 8 months)

My roles at BT Ireland were focused on the delivery of new products & services accompanied by internal systems and process design. I represented BT Ireland to the Communication Regulator in the development of the wholesale access to the incumbent telecommunications operator's infrastructure. I worked as Project Manager to deliver Broadband DSL services at BT Ireland developing processes, performing systems analysis and creating inter-departmental impact reports to facilitate the launch. I Product Managed the rollout of BT Openzone in conjunction with BT Northern Ireland. - Regulatory representative - Fixed Services (DSL) Rollout (Project Manager) - Siebel (Oracle) 7.5 implementation (Project management) - BT Openzone (Product Management) - VoIP (Project Manager) *The official title for this role was "Service Introduction Coordinator & Project Manager"

Billing Executive at BT Global Services

February 2001 - February 2002 (1 year 1 month)

Administration role acting as a point of contact for Sales, Marketing and Technology units for queries, issues and orders for EsatBT Customers. - Administration - Process Development - Systems Management - Reporting - Analytics - Data Mining

Visual Display Artist at Propshop Design

February 2000 - February 2001 (1 year 1 month)

After studying at the Dublin Institute of Design I took my first assignment with a small Dublin based business dealing in international retail and exhibition design as well as visual merchandising. I worked with some of Irelands largest and most exclusive retailers. In this time I was mentored and learnt an appreciation for being dynamic and creative in business. I worked on several international assignments for clients such as An Bord Bia (The Irish Food Board) and domestically for brands such as Louis Copeland's Tailored menswear, The Kilkenny Shop swell as other fashion outlets. - Tradeshow/Exhibition design - Shopfitting - Client Management

Skills & Expertise

Product Management	(Expert, 8 years experience)
Social Media	(Expert, 6 years experience)
Web Design	(Advanced, 4 years experience)
Profit & Loss Management	(Advanced, 5 years experience)
Online Video	(Expert, 4 years experience)
Online PR	(Advanced, 4 years experience)
Certified Project Manager	(Expert, 10 years experience)
Wireless Broadband	(Expert, 6 years experience)
VoIP	(Advanced, 6 years experience)
Mobile Broadband	(Expert, 6 years experience)
Fixed Broadband	(Expert, 10 years experience)
Mobile TV	(Advanced, 6 years experience)
Broadband	
Mobile Devices	
Strategy	
Entrepreneurship	
Management	
Start-ups	
E-commerce	
Telecommunications	
Strategic Partnerships	
Product Development	
Social Media Marketing	
Business Strategy	
Project Management	
Marketing	
Market Research	

Education

Dublin Institute of Technology

Master's Degree, (M.Sc.) Technology and Innovation Management, 2013 - 2014

Dublin Institute of Technology

Master's Degree, (PgD) Management of Technology, 2012 - 2013

National University of Ireland, Galway

Master's Degree, (PgD) Technology Commercialisation, 2011 - 2012

The European Institute of Communications / The Public Relations Institute of Ireland

Master's Degree, (PgD) Public Relations, Advertising, and Applied Communication, 2008 - 2009

1 recommendation available upon request

Griffith College Dublin

Bachelor's Degree, Irish Law, 2003 - 2005

Cisco (/via Siemens Labs, Leeson street, Dublin)

Engineer's Degree, CCNA (Cisco Certified Network Associate), 2001 - 2002

Dublin Institute of Design

Master's Degree, (PgD) Graphic Design, 1999 - 2000

The Institute of Education, Dublin, Ireland

High School, Leaving Certificate, 1997 - 1999

OGC /via BT Training Ireland

Professional Certification, Information Technology Project Management, 2005

Honors and Awards

2003 - British Telecom Top Performers award for work with emerging technologies (VoIP, WiFi, DSL) 2012 - NUI Galway Innovation & Collaboration award

Interests

Triathlon, Open Source Electronics, Travel, Design, Lifehacking

Volunteer Experience

Volunteer at Friends of Merlin Woods

January 2012 - Present (3 years)

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1 person has recommended Brian

"Brian is by far one of the top 5 most impressive people I have met within my professional career. Absolutely meticulous in his professionalism and someone I consider to be a global expert on all things web - online and social media. He is a real life Guru having done things long before they were written about and have found him to be a mentor and service provider. We recommend Brian regularly to clients and am honored to do so as the positive feedback about his services etc are always outstanding. Very personable with it too. Another enviable talent."

— **Eugene Grey**, *Director of Education, European Institute of Communications*, taught Brian at Public Relations Institute Ireland / European Institute of Communications

[Contact Brian on LinkedIn](#)