

# Matt Haikin

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I am an experienced commercial web analyst, manager and developer with nearly 20 years history working with IT and digital media. I have worked in large and small organisations, across the private, public and voluntary sectors, as a senior manager, an external consultant and a hands-on developer.

My mix of technical, business, creative and entrepreneurial skills gives me the ability to bring together the technical and non-technical elements of projects/organisations and help them shape how best to use technology to meet business goals, generate revenue, achieve learning objectives or other relevant outcomes.

I am a confident communicator with a particular facility to communicate technical issues to non-technical people in an engaging and inclusive manner.

## Core skills

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I help organisations shape and deliver technical / web systems to increase their effectiveness. I can support their journey from defining strategy, creating or amending systems, through to delivering and rolling out effective web-based tools.

This may be manageable steps on a journey towards becoming a web-enabled organisation, or standalone pieces of work building on existing strategy and plans.

### ***Defining Web strategy***

I can help to define the purpose and strategic goals for organisations or specific projects/programmes, and from this, assess IT requirements to realise these goals. This results in a realistic IT and Web strategy that is deliverable in the context of current needs, staffing and budgets.

### ***Creating Web-enabled solutions***

Working with key stakeholders to design the systems/websites needed to deliver on the strategy or against existing plans. I will ensure all elements are planned correctly, including changes required to online and offline processes, training needs and potential culture shift.

### ***Designing and building IT and Web systems, including ongoing/interim management***

I can analyse systems and processes to create detailed user scenarios and produce technical and functional specifications. I can design system specifications and mock-ups; and build prototype systems. I can manage staff or vendors to completed delivery of the required end-product including 'fit for purpose' testing, maintenance and longer-term management.

## Areas of specialist expertise

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My skills are applicable across all sectors and in all organisation types. In addition there are a number of specific activities where I have an added level of expertise:

- **Business optimisation and use of IT to increase effectiveness**
- **Assessing and implementing new revenue generation opportunities online**
- **Social networks & online communities – creating/using these with customers/clients or for staff collaboration**
- **Analysis of existing web presence and recommendations for improvement**
- **Using the web for more effective promotion, marketing and communication**
- **IT and the Internet as a tool to support recruitment and as a vehicle to enhance employee diversity**
- **Best practice use of the Internet in social and charitable programs**
- **E-Learning and online assessment systems**

## Employment History

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- 2009 (contract)**      **Business Link in London (Serco contract), Web & eComms Manager,**  
Managing all online projects and activity, including team of web project managers.
- 2004 to present**      **Internet business consultant**  
Working with SMEs to define web strategy, deliver new revenue streams, build websites, develop applications, design training / programs, online marketing, scoping/feasibility studies, and interim management. Clients include the *Royal British Legion, University of Central England, Training For Life, Sir Oswald Stoll Foundation, Shoreditch Trust / Digital Bridge* and the *London Borough of Hackney*.
- 2006 to present**      **Fuse Jobs, Director (<http://www.FuseJobs.co.uk>)**  
Fuse Jobs is the only jobsite in the UK focusing on entry-level jobseekers. Fuse Jobs launched in 2006; and has grown to reach over 1,000 visitors per day and over 500 partner organisations, and were nominated for the prestigious *2008 First Tuesday Award*.
- I am responsible for all commercial and technical aspects of Fuse Jobs, fundraising, developing the business plan, designing multiple revenue streams, negotiation with partners, event management, and online/offline marketing.
- 2003-2006**      **Work Additions, Director**  
Social enterprise consultancy specialising in managing job brokerage and employability programs.
- Managed all day-to-day business management issues, developed an *Online Job Brokerage Toolkit, Careers Resource Website*, delivered online and face-to-face career coaching and hired and trained up a team of four to support London-wide trainees and training staff.
- 2001-2003**      **Cisco Systems, Lead IT Analyst and E-Learning Manager**  
I managed Cisco's EMEA e-learning websites, and contributed to their CSR program, the Cisco Networking Academy Program. My roles included:
- Designing major areas of the \$3m redeveloped Cisco Networking Academy Management System, including responsibility for all Online Community sections of the site. This system rolled out to over 50,000 academies in over 150 countries.
  - Creating detailed specification for global online recruitment program, *Career Connection*, supporting over 500,000 students and alumni
  - Managed e-learning development team developing the top-ranked internal sites in Cisco. Also provided consultancy support to 20+ Account Managers across EMEA.
- 1999-2001**      **Training For Life, Director of IT & Innovation**  
I joined this charity when it was a small training provider with no IT infrastructure or online presence. I grew them into a leading web-enabled training charity with the Web at the heart of their growth plans.
- I was responsible for all internal / external IT, managing web development & IT support staff, designing training programs and developing the charity's long-term web strategy.
  - I remain an Associate Director and effectively act as an outsourced IT director.
- 1998-1999**      **Robert Fleming Investment Bank, Internet Manager (Marketing)**  
Maintained *Flemings* and *Save & Prosper* websites, including coding, design and online marketing.
- 1998**      **Ammirati Puris Lintas Digital (Australia), Web Production Manager**  
Developed and account-managed websites, e-commerce systems and search engine optimisation campaigns. Clients included ADMA award winning *Commonwealth Bank of Australia*.
- 1996-1997**      **Epic Multimedia Group, Senior Games Programmer**  
Included co-management of 20 coders / designers to deliver critically acclaimed game *Drowned God*.
- 1993-1996**      **The Zen Room, Director**  
Co-founder of multimedia company specialising in organic art & genetic programming. Launched nationwide range of posters/postcards and co-developed BIMA-winning CD-ROM *The Evolution of Life*.
- 1991-1996**      **Freelance Web development, graphic design and administration contracts**  
Clients and websites included *Microsoft UK, Revolution Design, the Central Office of Information, EMAP, British Film Institute, Channel 4, The Guardian, Banker's Trust, Lloyds TSB*.

## Education and qualifications

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- 2006→**      **Professional Member of the British Computer Society (MBCS)**
- 2007**        **Common Purpose, TheKNOW**  
Leadership development programme for emerging leaders in London.
- 1990-1993**   **BSc(Eng) Computing Science**, Imperial College London  
Upper Second Class Honours, Associate of the City & Guilds Institute
- 1983-1990**   **3 x A-Levels, 8 x GCSEs**, Haverstock School, London

## Voluntary work and advisory boards

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- 2007→**        **ELATT, Trustee:** I am a trustee of this East London training charity.
- 2001→**        **Training For Life, Associate Director:** I support the delivery of their web strategy.
- 2005→**        **Last Friday Mob:** I am a member of a network of socially-minded web professionals who act as an informal advisory group to government on issues relating to user-generated content.
- 2003-2004**   **Department for Education and Skills:** Member of *Cybrarian Stakeholder Group* and *ICT Industry Club*
- 2002**        **Media Trust:** Sat on steering group for *The Community Channel*
- 2000**        **Fabian Society:** Part of research group for *Beyond Access : ICT & Social Exclusion*
- 1999-2000**   **Business Lab:** Member of research panel for *Digital Communities*

## Interests

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### Lifelong learning and technologies

I strive to remain at the forefront of emerging IT, Web and other technology. I have taken professional courses in Advanced Search Engine Optimisation, regularly attend conferences / seminars on web technology, marketing and tools, and have also previously studied French, Spanish, photography, video production, creative writing and journalism.

### Travel

I have worked and travelled in dozens of countries, including the US, Australia, New Zealand, Central America and Europe.

### Socialising and networking

I am a sociable person and I enjoy developing and maintaining personal and professional relationships.

### Diversity

I am passionate about supporting people who have had less of an advantage in life into good careers where they can progress. This has been an important motivation for many of my career choices. Recently I established a suite of online social networking groups to support [Diversity Recruitment in the UK](#), that has attracted some significant players within business and government.