

CV: JOHN BERRY

SUMMARY

- A senior management consultant and company director with extensive experience across science and technology, telecommunications and software engineering and in commercial, military and governmental markets.
- Board member of several SMEs and responsible for start-ups and for ensuring profitable operations and planned return on investment.
- Led major consulting and supply projects for government agencies, telecommunications operators, law practices, economics consultants and management consulting firms worldwide.
- Experienced in business development, marketing and consulting delivery in the UK, Europe, the Middle East, the Far East and North America.
- Academically and professionally qualified in management and a Fellow of the Chartered Management Institute.
- A qualified technologist with experience in R&D, software engineering and information technology and a Fellow of the Institution of Engineering and Technology.

PORTFOLIO OF EXPERIENCE

At Board Level

- Started ATDI Ltd, an SME in telecommunications consulting and software engineering. Grew the firm from nothing to £2.5m turnover with 25 staff. Managed the firm over thirteen profitable years. Responsible for running the Board with three UK and three French directors.
- Director of ICC, a consulting SME with a turnover of \$4m engaged in communications regulation and strategy. Responsible for half of the firm's turnover and consulting delivery worldwide. Co-director with two UK directors and two US directors from the parent concern.
- Directeur Général of a mobile phone and telecommunications subsidiary of a UK firm in Paris spending two days a week there and travelling locally to develop the French distribution chain.

In Delivering Consulting

- For a French law firm representing a confidential client, the development of argument and proof against a claim that insufficient resources had been applied in a £200M partnership agreement to achieve a telecommunications network in Bosnia-Herzegovina.
- For Gresham Private Equity, responsible for the due diligence of a £40M management buyout. Advising on Australian R&D capability, market acceptance of product, Taiwanese manufacturing capacity and UK management team competence.
- For the Telecommunications Regulatory Commission in Jordan, the valuation of radio spectrum resource used by mobile phone companies. Then the calculation of licence fees using economics opportunity costing techniques. Then developed the public consultation document.
- Delivered consulting projects ranging in fees from £1k through to £1M.

In Strategy Development

- For the Ministry of Transport and Communications and the Telecommunications Regulatory Authority, Sultanate of Oman, responsible for the development of a national strategy for broadband implementation, taking Oman from a poor position in world Internet penetration to one of the best. Managing economics, law and engineering consultants.
- For the National Telecommunications Commission, Thailand, the development of a twenty year strategy plan. Responsible for a team of eight economics, law and engineering consultants.

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- For the Telecommunications Regulatory Commission, Jordan, the development of a strategy for the allocation and re-allocation of parts of the radio spectrum to telecommunications operators. Ran two public consultations and managed industry responses.
- Led the worldwide strategic product management activity for a multi-national mobile phone manufacturer with concerns in Kansas City, Seoul, Hong Kong, Sydney, and London and with production in Korea and Philippines.
- Led the Philips worldwide strategy on wireless communications systems.

In Human Resource Management

- Recruited around 100 scientists, engineers and technologists and around 30 support staff in marketing and business management to five companies.
- Set pay for 200 staff in six different firms. Determined pay scales and undertook job evaluations for 100 staff in three firms. Set and managed performance related pay of between 2% and 25% on base pay using various pay models.
- Managed staff disciplinaries including the disciplining of senior management accused of gross misconduct. Managed the defence of the firm against accusations and allegations of staff and senior management and against tribunal claims. Ultimately managed staff departure and compromise agreements with modest settlement payments.
- Managed centralised and decentralised firms with staff living across Europe, branch offices in countries including Germany, Norway, France and Switzerland and home workers successfully mixing business and family life.

In Science, Engineering, Software and IT

- For the Telecommunications Regulatory Commission, Jordan, the specification and development of a software tool to simulate performance of mobile communications networks. Then the development of a public consultation document and running a consultation to explore industry and market opinion.
- For the Telecommunications Regulatory Authority, Oman, the requirements elicitation and user requirement specification for a £4M government e-commerce software system. Then the launching of an invitation to tender then selecting and managing the prime contractor.
- Developing and managing delivery of week-long technical training courses at post-graduate level in telecommunications. Managing delivery twice a year in Bath and worldwide.
- Developed algorithms and software sub-systems for the UK Ministry of Defence through user workshops for a battlespace management system. Then managed the development of the sub-systems for onward supply to Logica and then MOD.
- Authored the User Requirement Document and then the System Requirement Document for a £10M software system for the Ministry of Defence using UML and MODAF (MOD Architecture Framework) modelling and expression methods.
- Led data quality and data integrity aspects of a £1.9M audit of the Ministry of Defence's telecommunications use across the UK. Responsible for set up of quality benchmarks.
- Led software engineering projects realising software solutions for communications and military mission planning for MOD, Logica, QinetiQ, Raytheon and Ofcom.
- Led the design of 12 mobile phone networks in UK and Europe. Determined the count of radio sites and hence the capital expenditure needed to meet licence obligations.
- Led private venture software engineering projects to realise applications.
- Set up and managed industry-academia partnerships with De Montfort University and the Defence Academy (Cranfield University).
- Authored and had published over 70 articles and papers and presented at on average three international symposia per year for the past twenty years.
- Responsible for the management of the R&D function in Philips for telecommunications equipment, running teams in Cambridge, Paris and Dusseldorf. Responsible for 24 software, hardware and mechanical engineers.

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In Business

- Responsible for strategy, marketing, business development, responding to tender, contract negotiation, committing the firm and project managing contracts each of value up to £1M.
- Member of the Board and senior management team of four SMEs. Member of senior management in Philips.
- Speaking at and chairing conferences discussing technology management and telecommunications regulation. Authoring a host of marketing communications publications.
- Responsible for business development and sales into major firms such as Logica, Motorola, the police services, Home Office, QinetiQ and Ofcom and into governments and private firms across Europe and in the Middle East over a period of 20 years. Responsible for an estimated £55m in sales revenue over this time.
- Planned and implemented ISO9001, the international quality standard, in three firms. Planned and implemented ISO27001, the information security standard, in one firm. In all cases, sustained registration for many years after initial certification. Planned, managed and achieved the Investors in People accolade in one firm.

Career History

December 2011 to Present Director, TimelessTime Ltd

Responsible for marketing, business development and consulting projects in human resources management and organisational psychology across the South East of the UK.

March 2009 to December 2011 Director, Spectrum & Wireless Practice, InterConnect Communications, Chepstow, UK.

Director of a £1.0M consulting practice focussing on regulation and strategy in the use of the radio spectrum and in wireless networks. Board Member of a £2.3M concern. Part of the Telcordia group of companies. Responsible for the management of 15 associate and staff consultants. Responsible for strategy, marketing, business development and consulting operations with P&L responsibility. Liaising at Chairman, Director, Commissioner and CEO level within clients.

May 1996 to March 2009 Managing Director, ATDI Ltd, Crawley, UK.

Managing Director of a £1.5M software tools and consultancy organisation in radiocommunications with offices in Crawley, Oslo and Hamburg. Part of the ATDI group of companies. Responsible for the development and management of 12 engineers. Responsible for strategy and operations.

1994-1996 Business Unit Manager, MEL Communications, Crawley, UK

A member of the Senior Management Team reporting to the Managing Director of this military radio communications developer, manufacturer and integrator, part of the Thomson CSF (now Thales) group. Responsible for the product management, marketing, sales and support of Thales systems across Northern Europe. Latterly also responsible for a set of disparate products including railway signalling and traffic information. Responsible for 8 staff.

1990-1994 Marketing Manager, Maxon Europe, Hemel Hempstead, UK

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Member of the Senior Management Team reporting to the Managing Director of this mobile phone products developer and manufacturer. Maxon Europe was the wholly owned subsidiary of Maxon Electronics of Korea responsible for product development, marketing and sales across Europe. Turnover 1994 £12M. Responsible for 12 marketing and support staff.

1980-1990

**Philips Radio Communications Systems Ltd.,
Cambridge, UK**

Held a number of positions set out below in reverse chronological order. On the Philips 'fast track' management development scheme.

- **Marketing Manager – Radio Systems**
- **Product Development Manager – Base Stations and Links**
- **Manager – Radio Propagation Group**
- **Senior Design Engineer**

1979-1980

Systems Engineer, Aircall Ltd, Chesterfield, UK

1977-1979

Design Engineer, Marconi Mobile Radio, Chelmsford, UK

EDUCATION AND QUALIFICATIONS

- **Master of Science** in organisational psychology, Birkbeck College, University of London, 2011-2013
- **Bachelor of Arts (Upper Second Class Honours)** in politics, sociology and economics, Open University, 2009.
- **Master of Business Administration (Technology Management)**, Open University Business School, 2001
- **Diploma in Management Studies**, North East London Polytechnic, 1985
- **Diploma in Industrial Studies**, Loughborough University of Technology, 1977
- **Bachelor of Science** in Electrical & Electronic Engineering, Loughborough University, 1977

MEMBERSHIP OF PROFESSIONAL ORGANISATIONS

- **Chartered Electrical Engineer**, Member of the Institution of Electrical Engineers, 1983
- **Fellow of the Institution of Engineering and Technology**, 2005
- **Fellow of the Chartered Management Institute**, 2006

INTERESTS AND OTHER INFORMATION

- Language proficiency: English (native) and French (advanced)
- Security cleared. Former member of the UK Defence Industry Security Association.
- British citizen and British Passport
- Interests: skiing, mountain walking, offshore sailing, running, mountain biking.
- Former Venture Scout Leader, holder of the Scout Association's Medal of Merit for outstanding service. Holder of the Long Service Award.

PERSONAL DETAILS

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