

CV - JOHN OWENS

Mr John Mark Owens B.A (Hons.), Dip. UD, MBA, FIOEE

Born 30 October 1961, Nationality British. Lives in Lincoln with Partner.
Full UK driving licence and own vehicle.

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Qualifications:

- Various “O”, “A” & “S” Levels (including **Maths and English**)
- **NVQ Level 3** in “Using IT”
- **B.A. (Hons.)** in Geography. (University of Nottingham 1983)
- **Post-Graduate Diploma in Urban Design, (Dip U.D)** (University of Nottingham 1984)
- **Master of Business Administration (MBA)**, (The Open University 2005)
- **PRINCE2™** project management qualification at “Practitioner” level.
- **NEBS Business Management** certificate
- **NVQ Assessor certified** (D32 / D33 (A1 / A2))
- **SFEDI /ILM Enterprise Trainer Standards** qualified & certificated
- **Diploma in Strategic Business Coaching** (Chartered Management Institute 2009)
- **Certificate of Lifelong Learning with Merit in Leadership Capability**, Coventry University (2009)
- **Certificate in Introduction to Enterprise Mentoring** (SFEDI – 2012)
- Currently elected **Chair of the Business Support Committee** of the **Lincolnshire Chamber of Commerce**
- **Fellow of the Institute of Enterprise and Entrepreneurs – (FIOEE)**
- **“Practitioner” certificate in Neuro Linguistic Programming – NLP** (2015)

Positions:

Current:

Director of John Owens Associates Ltd, based in Lincoln.

(Company became Ltd in October 2013, previously a Sole Trader from April 2011)

Working with clients in the public, SME and 3rd Sectors, in the areas of business consultancy, with a focus on IT, social media, broadband usage, web consultancy, online /email marketing and training.

Working extensively with organisations to map and improve business /organisational procedures and skills to enable growth through their effective usage of a range of IT, web, social media, online and training solutions. Have also brokered in external resources such as Business Growth staff, Transformational ICT programme etc. with client firms as needed.

Recent relevant projects:

- Large scale Coastal Communities funded programme with Lincolnshire County Council on the Lincolnshire coast, (the “Coastal Business Development Programme”). Working with coastal firms such as hoteliers and other previously untargeted firms to develop their awareness of IT, social media, broadband, the web and new, “disruptive” technologies such as the “Internet of Things” as an enabler of growth. Designed and delivered training courses and workshops to these firms, followed up by 1-2-1 work and a grant scheme to further their aims. Almost doubled the target participants required – achieved 59 on a target of 30
- (Also project managed the other aspect of this programme, covering Retail – delivered by a specialist associate, as well as researching and writing up a national study of Coastal projects. This also over exceeded requirements too).
- Ran joint project (“Building Enterprise”) with ERDF partners – (Nottingham University & Nurture) to deliver IT / Social Media /web business skills training and 1-2-1 follow up to 3rd sector organisations in Nottingham city centre, to improve marketing and business efficiency. Met all targets on this programme
- Worked for Lincolnshire County Council on a tight turnaround project (“Growing through Technology”) to deliver high-quality training to Lincolnshire & Rutland firms, particularly around the area of e-commerce and Social Media. This then lead to 1-2-1 work with these businesses to further their aims. Met all aims on this very tight delivery programme.
- Previously extensive contract developing content, case studies and providing guidance to the Lincolnshire County Council (www.onlincolnshire.org) broadband project. The

website and project has been recognised nationally by other Local Authorities as a “best practice” model of its kind.

- Working with a local training provider to deliver NVQ assessments to a range of ICT Level 2 & 3 learners.
- Previously worked on a contract with NBV, training start-ups and new start businesses in a range of business skills, such as business start-up, marketing, online skills, finance etc.
- + Broad range of other private sector projects too in similar areas.

**May 2007-
March 2011**

Director /Co-Owner and Consultant with 360e Ltd based in Lincoln.

(The business existed part time from 2004 and provided consultancy during that period e.g. by developing information material, guides etc. for web use by emda – the East Midlands Development Agency).

Undertook work with SME clients relating to business growth /e-business / IT / online development strategies as well as providing training on related topics. Helped them develop good web content, appropriate customer journeys via their website to provide a good ROI and integration into ecommerce processes and internal business systems, helping them to re-engineer these as needed.

During 2008-March 2009, contract managed and delivered consultancy to a large scale contract with the Lincolnshire County Council onlincolnshire project, working with them and managing several sub-contracted consultants to provide ICT, Social Media & e-Business support to circa 100 SME clients across the county, particularly focusing on the innovations in business process achievable by using broadband solutions.

During 2009, wrote the first course / booklet / course materials used regionally on how to start using Broadband for the e-business club (this was when ADSL was first being introduced!)

**Oct 97 –
March 07**

**Senior IT & E-Business Adviser / Specialist Adviser Team Manager, Business Link
Lincolnshire & Rutland**

(Part of role was to manage a team of 7 Specialist Advisers in a range of disciplines, including their recruitment, goal setting, performance and satisfaction management, project financial monitoring, compliance with and monitoring of ERDF and other EU – funded project requirements etc.)

Personally worked with SME clients on incorporating e-business into their business strategy, and helped them to define their growth strategy too. Provided independent and impartial advice to the SMEs.

Project managed, ran and monitored large scale ERDF funded project involved in providing IT /web/ e-business support to around 140 Lincolnshire SMEs in the “Objective 2” areas of the County with two assigned delivery staff under my direct supervision.

Previous:

Broad range of experience within the project management / business development & training arena. Based within the mainstream IT industry for 15 years in a variety of roles with a broad range of clients, from blue-chip companies to business start-ups and the charity sector.

CPD & networking- committed to a full range of CPD & networking activities, including:

- Completed **Diploma in Strategic Business Coaching course** (CMI programme funded by emda to provide High Growth support – via Exponential Training Ltd)
- Was the first person ever to achieve the **SFEDI /ILM Enterprise Trainer Standards** qualification – certificated evidence of quality standards in presenting / training to business audiences.
- **Chair of Lincolnshire Chamber of Commerce Business Support Committee** & actively involved with Chamber (and other networking groups too)
- Attendance at a range of **Innovation Lincolnshire** events relating to business innovation. Usage of a variety of forums, discussion boards, blogs, RSS feeds and many other formal and ad-hoc means too.
- Will be undertaking my **Master in Neuro-Linguistic Programming** qualification this autumn.