

# CURRICULUM VITAE

## PETER GROOM

B.Eng. (Hons), C.Eng, MIEE, SMIEEE, MBCS, CISSP

### KEY ACHIEVEMENTS

- Turned around a 'basket case' £36m 125 strong IT division into one that drove the business
- Part of the senior management team that managed through a period of huge business change (more than 80% of the group vanished over night) and under very high pressure.
- Tactically outsourced parts of software development & testing to Belgrade and India, whilst simultaneously implementing Agile development (Scrum) for parts of the software lifecycle.
- Gained a reputation for thinking of creative solutions, both technical and non-technical, to critical business challenges across all areas from sales & marketing through to corporate finance and HR.

### CAREER REVIEW - HIGHLIGHTS

#### Managing Consultant Network Knowledge

Nov 2008 – TO DATE

*Founded in 1997, Network Knowledge is a specialist IT management consultancy. It specialises in the Ecommerce, Telecommunications and Online Gaming sectors with clients that operate on a global basis. It provides a full range of services from IT infrastructure and Service Delivery through to Project Management and Software Development.*

- Completed due diligence on two software houses (one in the UK and the other in the US)
- Provided the infrastructure design, capacity planning and overall software architecture for a \$25m online poker platform in Eastern Europe
- Provided data centre and infrastructure consulting for a \$6m TV Roulette platform
- Delivered project management plans, overall architecture and a number of key supplier relationships, for a Russian Ecommerce web site with payment processors, a fraud solution, email & campaign management, data warehouse etc
- Recruited the CTO and set up Customer Services in Latvia for a Russian client
- Implemented SAP Business One as the finance and management reporting tool for a client.

#### IT Director (EMEA) promoted to CTO Sportingbet

Jul 2005 – Oct 2008

*Founded in 1998, Sportingbet Plc is amongst the pioneers of Online Gaming. Today, it is a quoted company with over £1.4bn of revenue and operates in 30 countries worldwide. Its core product, Sports Book, is supplemented by Casino, Poker and Games offerings.*

#### **CTO**

- Worked with the Board to deliver global solutions against a backdrop of huge business changes.
- Responsible for a global budget of £36m (Capex & Opex) and a staff of 75 with a further 50 outsourced in Belgrade and Bangalore.
- Provided guidance on the technological and commercial impact of several business projects:
  - Sale of the US business to Jazette and the subsequent technology & people splits,
  - Offshoring of Customer Services and Fraud departments to Dublin, followed by the rest of the organization (and production systems) to Guernsey
  - The amalgamating of Boss and Paradise Poker (at a technological & commercial level, including the subsequent disposal of Mindspan Technologies).
- Implemented Agile methodology (Scrum) into Software Development & Testing and scaled up the internal teams from 14 to 60, with a further 50 outsourced offshore to Belgrade and India.

### ***IT Director (EMEA)***

- Took an existing, poorly performing IT function and turned it around so that it could support the rapidly expanding business.
- Responsible for a budget of £12m (Capex & Opex) and a staff of 50 with a further 10 outsourced in Belgrade.
- Restructured the whole IT function into 5 distinct areas – Projects, Operations, Infrastructure, Internal Development and Outsourced Development. Each area had a Head, promoted internally or sourced externally, who was responsible for managing their teams and delivering on the ‘get-well plans’ to turn around and scale their areas.
- Production capacity was increased from 4,500 bets per hour to over 21,000 on Grand National 2006 and from 12,000 bets per day to 190,000. Ongoing, the Tuning Group made up of representatives from all of the IT teams and 3<sup>rd</sup> parties, optimized and tuned the systems. By Grand National 2007, the daily bet capacity has been increased to 320,000 bets per day.

### **Head of Production promoted to Head of Systems**

**May 2004 – Jun 2005**

#### **Lastminute**

*Lastminute, one of the best known online travel & leisure successes from the dot com era, was started in 1998 by Brent Hoberman & Martha Lane-Fox. It attracts over 2.5m visitors every week to its pan European web sites. Bought in 2005 by Travelocity, it is now part of the Sabre Group.*

#### ***Head of Systems***

- Improved and automated the service provided across the Lastminute.com group including its 8 subsidiaries (AllHotels, HolidayAutos, TravelSelect, TravelStore, HolidaysandMore, First Options, MedHotels and OTC). Synergies had been gained as Head of Production and the objective was to transfer these benefits to the rest of the business.
- Responsible for 4 departments – Server Support, Systems Engineering, Data Centre and Network & Security. – 50 staff in total, 15 in the UK and remainder offshore.
- Used remit as a troubleshooter to move freely across the whole of IT and the business, resolving problems, instituting pragmatic processes where necessary and using influencing & communication skills to bring about change in areas where I had no direct authority.

#### ***Head of Production***

- Head hunted by the Lastminute CTO, ex MD of Credit Suisse First Boston, who needed an experienced troubleshooter to improve IT efficiency whilst remaining within budget targets.
- Responsible for the restructuring of the Technical Operations and Database Administration teams, this consisted of 30 staff within the UK with a further 45 outsourced offshore. A restructure enabled the teams to work more efficiently and effectively. Noticeable improvements were made within a 5 month period rather than the 2 years originally predicted.

### **VP EMEA Operations CaST (Connectivity & Security)**

**2001 – 2004**

#### **Credit Suisse First Boston**

*Credit Suisse First Boston is the investment banking arm of the Swiss based Credit Suisse Group. The Group has revenues in excess of \$78.2bn and \$1.2trillion of assets under management. In 2006, the Credit Suisse First Boston name was retired so that Credit Suisse brand could be used for all services.*

- Locally responsible for 24 people on a follow-the-sun basis with dotted line responsibility to nearly 50 globally.
- Operationally responsible for all aspects of both centralized and distributed networked Internet facing & 3<sup>rd</sup> part connections, across 14 sites and nearly 500 exchanges globally. These included Ecommerce, VPN and Trading infrastructures which passed over 88Gb of data daily.

### **IT Consultant**

**1999 - 2001**

#### **Level(3) Communications**

*Level(3) Communications operates one of the largest communications and Internet backbones in the world. It covers all of the US and most of Europe with its primary focus being the sale of large bandwidth connections to telecom carriers & ISPs etc. Its backbone carries over 5.1 petabytes daily.*

- Designer and chief architect for a global data fault management implementation, including disaster recovery. In order to reduce costs, the system was extended to include all servers. This project took 12 months to implement and cost over \$2 million, using HP OpenView VantagePoint, which had to be partly rewritten to support the all of the servers. Once implemented, the system was receiving over 300,000 alerts every day and looked at by a team of 20 NOC engineers globally.

**Data Communications Analyst promoted to Technical Consultant**  
**CSC Computer Sciences Corporation (BhS & Autoglass accounts)**

1996 - 1999

*CSC is a leading global consulting, systems integration and outsourcing company with revenues in excess of \$16.5bn. It has 90,000 employees in 80 countries worldwide and counts some of the biggest names in the world amongst its client list, ranging from NASA to the NHS.*

***Technical Consultant***

- Installed and administered a 15000+ nodes LAN and WAN HP OpenView system, running on an HP 9000 node using HP-UX v.10.20 and Solaris 2.6, using an Oracle 7.3.4 database.
- Responsible for planning several major sections of a new BhS Head Office and moved the entire Autoglass Head Office (3 satellite buildings into a central HQ).

***Data Communications Analyst***

- Responsible for the management of a 2000+ node WAN (using DEC VAXs, VMS and Ingres) and a 1000+ node LAN for a client, using Sun Sparcs, Solaris and Informix.

**Graduate Trainee promoted to Communications Technician**  
**Thames Water Utilities**

1992 - 1996

*Thames Water is the UK's largest water and sewerage company. It serves 13 million customers across London and the Thames Valley. With its headquarters in Reading, the company has over 5000 employees.*

***Communications Technician***

- Responsible for the 80km Thames Water Ring Main fibre optic cable and 5 communications networks, totaling over 100 nodes.

***Graduate Trainee***

- Achieved the IEE's structured training requirements in half the usual time.
- Wrote Invitations to Tender, specifications, feasibility studies and criticality assessments.

**Student Electronic Systems Engineer**  
**AEI Cables (GEC)**

1988 - 1992

*The General Electric Company (GEC) was a major UK company involved in consumer and defence electronics, communications and engineering. It was renamed to Marconi Corporation in 1999 and bought by Ericsson in 2005.*

- Responsibility for project management, design & maintenance engineering.
- Completed projects ranged from creating new instrumentation panels to writing an 8000 line C++ program to monitor batch processing.

**PERSONAL INFORMATION**

Interested in goshin ju-jitsu and the Earth's magnetic field

**CONTACT DETAILS**

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