

LEON BENJAMIN – MANAGEMENT SUMMARY

CAREER SUMMARY

*Leon is a business oriented technology strategist and has spent 16 years designing and delivering real-time solutions in financial services, telecoms and travel, for blue chip companies, counting **Andersen Consulting, Airtours, Hilton, Going Places, and UBS Warburg.***

His most notable travel/Tourism related achievements include; Working with Bowstreet (Portal vendor) Hilton and DestiCorp to develop a portal strategy to enable the management at property level of content, inventory, CRM and affiliate programs to bring about higher yields and deeper penetration of the ‘unmanged traveller’ population; Assembling, directing and managing a team that delivered the fastest ever retail infrastructure deployment of Windows NT and a real time holiday booking application (MatchMaker) to 700+ Going Places shops and 4,500 users in three months; Programme management of Late Escapes 500 seat call centre. Co-founder of DesitCorp (www.desticorp.com).

The co-authorship (with Anna Pollock) and publication of a seminal paper called ‘Shifting Sands’, presented at Eurhotec & Hedna this year; Leon will be presenting at Distributions Solutions for the Travel Industry in London on Nov 26/27th covering Directory Based Electronic Distribution Models in Travel and will be filming at the World Travel Market in two weeks.

Other notable achievements include; for UBS Warburg, the design and implementation of the first internet site in UK investment banking for the secure warehousing and delivery of quantitative financial analyses of European government investment portfolios; Devising the technology strategy for a number of transactional of UK portals including www.diy.com (B&Q), and www.libertysurf.co.uk (now Tiscali); Programme management of the first electronic marketplace in the middle east with eProcurement vendor Ariba. His strengths are being able to innovate without loss of operational efficiency, recognising that people make it happen and leadership through the culturally sensitive treatment of people.

PERSONAL APPROACH

Focused on the reliable collection, dissemination, maintenance and distribution of information to the points of use to enable efficient functioning of the Board to achieve its objectives as it tracks its markets, locally and internationally.

STRATEGIC SUCCESSES

*For a Microsoft Solutions Partner; re-defined its technology services strategy and market sector focus by **leading** the cultivation of a customer relationship (Tesco.com) resulting in a six figure development project for the redevelopment of its off-line shopping solution based on Microsoft .Net.*

*For the customers of an eCommerce systems integrator; **designed XML frameworks, devised new business models, trading strategies** and knowledge management procedures for a number of blue chip clients (Smile internet bank, Scoot UK, Powergen).*

RELATIONSHIP MANAGEMENT

*For a Swiss bank, appointed **twice** to manage the IT-business interface, most recently, managing the business/IT relationship at MD level to implement the delivery of the design and subsequent implementation of the first internet site in UK investment banking for the secure warehousing and delivery of quantitative financial analyses of European government investment portfolios.*

For a Swiss bank; Defined business recovery processes and procedures for all front office Debt trading systems; managed the European “buy-in” and budgeting process for the roll-out across Europe of a Lotus Notes based Sales and Marketing System.

INNOVATION

For a Microsoft Solutions Partner; **identified** the market potential of an internal time recording application (for client billing) and **wrote the business case** for developing it as a hosted (ASP) solution over multiple channels and set up commercial agreements for application trials with a leading UK mobile operator and UK web hotel in Q4. The subject of "Innovation Vs Operational Efficiency" covered in more detail in an article to be published in Finance on Windows, 7th Nov 2001.

ARCHITECTURE

In early 2000, translated the business model of a wireless start up to a detailed architecture specification using structured methods (Rational Rose) and the application of detailed research in the field of directory based computing models (J2EE, UDDI, XML & Web Services), now industry recognised development models (e.g. Microsoft .Net).

BEST PRACTICE

Implemented the desktop, server and application infrastructure for **Late Escapes (UKLG) including an interface to Open's iTV platform** and devised the 24/7 support processes and procedures for its 500 seat call centre in NE England; defined the SLA's and terms of business of hardware maintenance contracts covering Server, Desktop and network.

VENDOR/ALLIANCE DEVELOPMENT

Developed and nurtured a working relationship with Bowstreet (prime Web Services player) to become one of its first UK based systems integrators, resulting in sales wins with major hotel chain. Joined Focus Group into the UDDI Working Group (IBM & Microsoft Canada), first in Europe and first UK company to offer training courses on web services and UDDI.

Defined, wrote and transition managed the operational and commercial terms of reference for the outsourcing of Going Places' Desktop/Server Infrastructure services to a single third party services provider.

TECHNOLOGY LEADERSHIP

Led and guided the team (40) responsible for the design and operational delivery/support of a complex software distribution mechanism (Microsoft SMS hierarchies), a multi-tiered SQL 6.5 replication schedule (serving 700+ servers/locations) and the automation of the user creation and maintenance processes (500 changes per month). Fastest ever roll-out, 3 months, Microsoft UK underwritten.

For Andersen Consulting; Led the Desktop & Server infrastructure Work Streams comprised of 2 teams of 13 including Microsoft Consultants (MCS) preparing the engineering base (file servers, operating systems, networking, automated copy mechanisms) required to reconstitute BZW's application servers into CSFB's network infrastructure in a single weekend.

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