



“Mark is an absolute pleasure to work with, both on a personal and professional level. He has a superb technical knowledge as well as a detailed understanding of business; a great combination that enables him to lead teams to success and to see the bigger picture without losing sight of the detail. He is diligent, innovative and delivery focused, and he did amazing work when we worked together at BT Expedite - we couldn't have launched the new version of the platform without his support and expertise...”

Mel Jenson

*Product Manager at Aptos*



“Mark is a great guy to work for and certainly knows his stuff, on both the technical side of things, and the business / marketing side. He has a clear understanding of what is required to achieve high standards within a development team and listens closely to his team members, readily taking onboard feedback and ideas”

Edan Edison

*Lead Front End Developer at Claire's Inc*



“Mark's excellent technical understanding meant he knew the best way to position people within the team...”

Jack Wall

*Mobile Tech Lead at  
comparethemarket.com*



## Mark Parsonage

eCommerce CTO

Mark has led both small and large teams, in both agile and waterfall environments using both onshore and offshore teams to deliver business objectives. Mark's programming background, along with experience working with C-level executives has given Mark an awareness of both technical and business considerations. This positions Mark well to bridge the gap between technologists and senior managers in the wider business to ensure that maximum business impact is delivered to support the business objectives

### TRANSFORMATION

- Set up new London based office of top tier developers to deliver “hard, fast or innovative” projects.
- Conceived and product owned Yell's Augmented Reality iPhone app that was featured in T3 magazine and on the Gadget Show.
- Introduced ‘standard’ FCP 6 Upgrade project concept. Allowed us to reduce cost of standing up platform and functional testing, moving website development to second half of project allowing us to more effectively timebox the development.

### DELIVERY

- Lead development team that delivered BT Expedites FCP 6 eCommerce platform that expose core functionality as RESTful APIs
- Launched Jigsaw-online's new responsive site on top of FCP 6.
- Led a project delivery team with 80+ team members in 5 countries and 8 physical sites to delivered a new global web, mobile and tablet proposition.
- Delivered £1million p/a cost savings using a distributed cross-functional team that changed core systems from self serve customer service facing website, SAP and billing systems.
- Delivered critical updates to the company's main sales tool with 1300 users and £1.3 million of sales per day.

### RELATIONSHIPS

- Worked with IT Leaders at Jigsaw Online, Phase 8, Cath Kidston, Get The Label, Mint Velvet and Claire's Accessories to agree ways of working and agree product development maps for their web sites

### EDUCATION & RECOGNITION

MBA (Distinction) University of Buckingham