Dan Francis – CV

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## Profile

* An experienced, board-level multi-sector innovation leader, specialising in original ideas and thinking, and leading, creating and launching new digital products and/or businesses to market
* Examples of new products delivered – Barclaycard [bPay wearable payments](https://www.amazon.co.uk/stores/Barclaycard/page/4A7463BC-7873-4AA9-A404-45BD8D998182?ref_=ast_bln) (200k units sold, £20m annual budget), [Nectar](https://www.nectar.com/my-nectar/manage-account/nectar-app), Sainsbury’s and BP mobile apps (3 million+ users[), Location Sciences](https://www.locationsciencesgroup.ai/) mobile location data product ranges (new listed UK PLC business).
* Key capabilities:
  + **New business** – proven record in new product launches for existing and new brands primarily using new technologies such as digital, mobile and big data. Specialist in new and emerging digital and mobile technologies. Founder lead for Barclays RISE accelerator programme for Barclaycard & Techstars
  + **Strategy** – experienced strategist across new product development and new business launches, up to and including PLC board level.
  + **Insights** – using customer and stakeholder insights to identify new product areas and test new propositions. Experience of NPS and proposition development processes.
  + **Product Management** – combined with the strategy and insights, I’ve hands-on experiences of building and taking products to launch, including Product Owner and Product Manager functions. Certified SCRUM Master and Product Owner qualifications.
  + **Business Case & Commercial Management** – creation and ownership of product and company business case, supplier and cost management & P&L of up to £5m.
  + **Leadership** – creation and management of product and technical teams of up to 50 including executive team and UK LSE Board PLC management experience.

## Experience

March 2019 – Present – Director Of Innovation & Digital, BDO UK LLP

* Leading on innovation and digital as one of the UK’s largest professional services firm (6,000 people in UK, £690m revenue, globally 174 offices and $10bn).
* Creation of firm wide and global innovation and digital function, generating new digital service lines with revenues of £2m/pa

August 2016 – Sept 2018 – CSO & Executive Director - Location Sciences Group PLC, London

* As CSO “Chief Strategy Officer” and part of the Executive Team and Board, I led the transformation of [Location Sciences](https://www.locationsciencesgroup.ai/) (a PLC company listed on the UK London Stock Exchange under AIM:LSAI), through the transformation from mobile technology company to a mobile location data company. This was effectively a relaunch of a start-up – circa 20 people, £2m pa turnover.
* I wrote the overall business strategy and plan, and then lead the execution with the IT/Engineering teams to create and build data SaaS products and mobile digital products based on iOS / Android technologies. Location Sciences provides big data and insights products founded on a brand-new market for mobile location data and monetises it through DaaS products to selected verticals such as adtech, retail and city planning.
* Other highlights include delivering a world first partnership with Google as an accredited Location Partner, and lead for the £1.3m Innovate UK partnerships with Cisco & Manchester Airport and Transport for Greater Manchester.

May 2012 – Aug 2016 – Senior Vice President, Product & Strategy, Barclaycard (part of Barclays Bank PLC)

* Barclaycard continues to be at the forefront of payments innovation, with a dedicated team to invent and disrupt both mobile payments and wearable contactless payments through a combination world-class digital technologies, focusing primarily on mobile and social, agile delivery, innovation, and both conventional and unconventional partnerships.
* I delivered the product strategy for the business – across wearables, mobile wallets such as Apple Pay and the Barclaycard mobile payment solutions. I was part of the management board of the Barclaycard business unit and also ran the Barclays RISES Fintech accelerator for the business unit, conjunction with our parter TechStars
* Prior to this, my role in the Barclaycard Global Marketing Team was to lead “Future Propositions” - specifically to research, innovate and deliver the next generation of products, services and propositions to Barclaycard customers world-wide, powered by customer and market insights. This included part of the management team for the launch on the Digital Marketplace business, a £100m investment into a B2B2C marketing platform to connect Barclays businesses and consumers with relevant offers and deals, marketed as “Bespoke Offers”.

Feb 2006 – May 2012 – Aimia Inc (Nectar Loyalty Scheme), Head of Digital Strategy and Innovation, London

Aug 2009 – May 2011 - Head of Digital Development, Aimia Inc

Feb 2006 – Aug 2009, Senior Project Manager & Programme Lead, Aimia Inc

Aimia is the leading global loyalty provider (3,500 employees, $2bn turnover). It owns and operates coalition loyalty schemes such as Nectar and Aeroplan. My main responsibilities were to manage, design and deliver the digital strategy and solutions.

I managed various product launches such as Nectar Digital Offers, Nectar Daily Deals, Nectar mobile apps (several million downloads), Sainsbury’s Brand Match, Sainsbury’s mobile in-store scanning, BP mobile offers channel, managing agile team sizes of up to 24 people.

May 2002 – Feb 2006, Project Manager, The Logic Group, Fleet

The Logic Group provides payment and loyalty solutions for a variety of blue chip clients. I provided pre-sales strategic, loyalty, project management and technical consultancy to clients and their agencies.

February 2002 – May 2002, Tester, Brightwave E-learning Ltd, Brighton

Brightwave is “an e-Learning content development company”. I provided testing services for their development department.

November 2000 - December 2001, Project Manager, American Express Europe Ltd, Brighton

My primary responsibility was to project manage the design, build and roll-out of their global internet secure payment solution. I was also the project manager for the roll-out of the American Express Blue Card in Europe.

July 1997 - November 2000, EKSI Ltd, Project Manager, Redhill

EKSI delivers electronic display solutions for the retail industry. The main product consists of “ESLs”, or Electronic Shelf Labels. My responsibilities were to manage the roll-out of the electronic display solutions to various retailers in the UK and Europe (e.g. Texaco, Spar).