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PROFILE

Business acumen and communications adviser experience allows me to quickly view a client, assess the challenges they face and then propose both tactical and strategic solutions. Skilled in exploring the boundaries of the original brief, meeting its needs, exceeding expectations, and delivering in time-critical situations. Consistent in developing a rapport with clients, partnerships and stakeholders, engaging trust on a very short acquaintance and then delivering results with a positive outcome for the project, and where required a direct contribution to the commercial impact on the business. A proven track record of growing client businesses through media and analysts relations and direct targeting to the end users for over 18 years. Demonstrable reputation of government programme successes through targeting users, and increasing visitor numbers to web pages and encouraging user feedback to direct the future of products and services.

In short, both a strategist and an implementer with experience in the following sectors (with transferable skills to work in others): Central and Local Government, IT, Outsourcing, Call Centre technology and Interior Design.

EXAMPLE AREAS OF EXPERTISE

Communications	Partnerships/Events	Media Activity/Case Studies	Design
Writing and implementing a communications strategy for central government PLACES data transparency project.	Identifying channels and engaging with partnerships and stakeholders, to keep them informed, and sustain their interest.	Identifying, creating editorial opportunities through to published articles and case studies e.g. double-page spreads in six magazines over one month for the same client.	SpINE website content and layout advice Plus eight other clients.
Authoring award nomination entries – six of which have won national industry awards	User community establishment and growth for Network Outsourcing Association, Call Centre Managers Association, FAME user community, PLACES community and Southwark Council.	Interviewing client customers to writing case studies including handling the full approval process with client and their corporate comms team through to getting the story published in targeted media.	ATSCO and PLACES newsletter design for a 24 page format. Plus 5 other organisations.
Internal comms to Government Department 3000+	Event Management: for conferences, seminars, exhibitions, launches including: securing topical keynote and appropriate speakers, identifying and securing audiences. Including; location, confirmations, delegate pack content and fulfilment, badges and hosting.	Establishing key individuals as thoughts leaders for their industry or technology.	Lotus Notes web programming.

PROFESSIONAL EXPERIENCE

Cherwell Software – November 2010 to present

Cherwell Service Management™ is a fully integrated ITSM solution for internal IT and external customer service desk support. It has a unique development platform which is 100% configurable, enabling customers to easily modify the system to meet their business needs. Cherwell offers one price for all 11 ITSM modules and provides various options to purchase and deploy. (The competition charges by module and has limited options).

Cherwell's entry into the ITSM niche market in 2008 took the industry by storm, has consistently won new business from its major (and much larger) rivals, and in 2010 leading industry analyst Forrester cited Cherwell as being 'an emerging leader of ITSM solutions'.

Responsibilities

- To provide PR, marketing and event management services including: writing case studies/news releases and gaining editorial coverage; event management for partner conference and exhibition presence.

Southwark Council – August 2007 to present (on an 'as-required' basis)

Southwark Council is in South East London and has approximately 320,000 citizens, 70% of which were born in Southwark. The average age group is 25 to 44, with an almost equal male to female ratio. The Council returned to a Labour majority in the 2010 General Election.

In August 2007 [Southwark Council's Leisure and Sports](#) division required a Communications Manager to lead on the stakeholder, customer and residents consultation relating to the £12.3 million refurbishment investment into three leisure centres. Initially a five-month contract (concluding in December 2007) this was renewed, on a part-time basis in May 2008 to present. In 2010 a new project for a four-week consultation for the Elephant and Castle leisure centre was required, which I was requested to project manage and implement from 8 August to 31 October 2010.

Responsibilities and achievements

- To identify and meet with stakeholders, local residents and users of the three leisure centres to be refurbished during 2008-2011, to disseminate information on the Investing in Leisure Programme and gain buy-in to proposed ideas.
- Provide on-going strategy and implementation of communication plans; public consultations (managing through to final analysis reports), maintaining customer contact databases and response to enquiries, preparing photographic content for exhibition displays, planning and implementing zone-phased centre launches.
- Build relationships and liaise between Cabinet members, ward councillors, programme team, internal corporate communications, suppliers, resident groups, the general public and other interested external parties.
- Project managed two public consultations, including direct mail campaign to 41,000 residents and customers; analysed the results and presented to Southwark Council Cabinet members, stakeholders, residents, customers and the programme team.

Communities and Local Government – January 2008 to July 2010

Communities and Local Government (CLG) has an extensive remit that is delivered mainly by seven policy areas: Local Government, Communities and neighbourhoods, Regeneration, Housing, Planning, building and the environment, Thames Gateway and the Olympics, Fire and resilience.

I worked on four key projects in Housing (Analytical Directorate) during the 2.5 years on contract at CLG. In reverse order:

- **Spatial Intelligence Network/ Spatial Analysis Unit** – June 2009 to July 2010
- **Places Community** – August 2008 to July 2010
- **Replacement Telephony Service** – December 2008 to March 2009
- **Data Interchange Hub** – January 2008 to August 2008

My initial contract period was for a three-month stakeholder communications campaign on the Data Interchange Hub, which was extended every six months as communication roles on new projects were identified. My reputation to deliver fast-track comms assignments within the Department meant that I was asked to work on additional short-term projects while working for the four main programmes. The Communications role was not renewed due to contractor cuts at the start of the new government in May 2010.

Spatial Intelligence Network (Cross Government sharing of recession, recovery and economic analysis)

Responsibilities and achievements

- Wrote and delivered a communications strategy targeted at government-wide analysts, Government Offices, Regional Observatories and Government associated organisations.
- Fast-track a new web site launch, designed layout and branding, wrote content, sourced recession and recovery analyses from Government web sites and UK analysts
- Designed, wrote, edited and published newsletters – internally for the GSI network and external users
- Self-taught web programming of Lotus Notes to upload web content.

Places Community (Central, local government and partnership data promoted to the public via websites)

The [Places Database](#) is the underlying data for several refined websites in CLG and in September 2008 it was re-launched on the internet. The 'Places Community' was an initiative I introduced to CLG in August to explain the differences between nine different analytical databases and their front-facing web sites to internal and external audiences.

Responsibilities and achievements

- Wrote a communications strategy targeted at government-wide users, partnerships and stakeholders (internally and externally) updated every four months into new campaign period.

- Delivered presentations; wrote award nomination entries (won one out of three); organised and delivered product workshops/packs, along with delegate pack containing marketing collateral on each Places Community member.
- To boost its profile I targeted other cross-Government data-related organisations to join the Places Community and thereby increased its interest value.
- During the 18 months on the project I published five issues of [DataSource](#) an 18-page newsletter to a growing audience of 80,000 local and central government contacts; increased web visitors numbers from 231 in September 2008 to over 12,000 in June 2010.

Replacement Telephony Service (A new telephony service to 3000 CLG staff within nine months)

Responsibilities and achievements

- Created a nine-month comms programme engaging with eComms and 3000 staff via intranet, email, and print.
- Delivered the comms campaign in just two days a week over a three month period.
- Wrote Frequently Asked Questions for end users; wrote and delivered presentations and planned the staggered release of information as the new telephones were installed by division and floor.

Data Interchange Hub (Repository/window for the National Indicator Set publishing Local Area Agreements)

Responsibilities and achievements

- Wrote and delivered a communications strategy to the Programme Board, Government Offices, Local Strategic Partnerships and other stakeholders
- Presented the Hub communications message to local authority (end users) audiences at regional seminars
- Wrote web site content and Frequently Asked Questions.
- Identified and targeted stakeholders and users with the first communications message potentially reaching over 50,000 contacts in local and central government and external partnerships.
- Initiated, wrote and gained policy approval of the 40 page Hub Guide (a comprehensive introduction to the use of the Hub)

Local Government – 2003 to 2005

In January 2003 HM Treasury made available £84 million to the Office of the Deputy Prime Minister (ODPM) to create 22 National Projects to help local authorities adopt technology and processes to transform them into 'Councils of the future'.

Office of the Deputy Prime Minister (ODPM) – I held the position of Communications adviser to five of the largest ODPM National Programmes – campaign projects each worth between £1.6m and £6m. Working with five major National Projects from March 2003 to March 2005, in the capacity of stakeholder strategy, creating supplier and customer forums, and launching campaigns to government media (nationals and trade titles), project managing 19 events and providing monthly internal and external communications bulletins to stakeholders and customers.

- **National CRM Programme – (CRM NP)** – May 2003 to March 2004
- **Enterprise Workflow National Project (EWNP)** – October 2003 to July 2004
- **Local Authority Websites – (LAWS NP)** – February to April 2004
- **eTrading Standards – (eTS NP)** – May to August 2004
- **Framework for Multi-Agency Environments (FAME)** – June 2004 to September 2005
- **e-fire NP** – June to August 2005 and March to June 2006

Achievements

- Identified, built and targeted a database of CRM related local authority managers and secured an attendance of 180 delegates and organised the launch event – within four weeks.
- Convinced and secured a group of 80 CEOs, CIOs, Financial Directors of local authorities to attend the EWNP dissemination event. This was the most senior group of local authority representatives gathered together for an event out of all of the 22 National Programmes during the two year National Project campaign.
- Event managed two UK regional events, writing and fulfilment of marketing collateral for 380 delegates. (This was the largest dissemination events held for the National Programmes).
- Initiated the idea, wrote the communications messages, sourced and persuaded 20 senior central government representatives to meet; (Cabinet Office, Department of Education & Skills, Home Office, Department of Constitutional Affairs, IDeA, Regional Centres of Excellence and Criminal Justice for IT. The purpose of the event was to discuss the future of Information Sharing data between local authorities, emergency services and government departments.

** The National Projects was a full time interim role for two years and when that came to a close on 31st March 2005, new business was targeted in the IT sector, secured and started in second quarter 2005.*

Call Centres – 1996 to 2008

- **Rostrvm Solutions – Contact Centre Software** (2005/2008)
PR adviser to re-launch this UK company in the UK via trade media
- **Apropos Technology (call centre) / Blue Pumpkin (workforce management)** (2000/2003)
PR adviser to launch these two US companies in the UK, and grow their businesses with the aim for Apropos to launch on the NYSE, and Blue Pumpkin to be purchased. Both objectives were achieved within 3 years.
- **Microsoft** – 1997/1998
PR adviser in call centres – launched ‘best-of-breed’ campaign at two major exhibitions for two consecutive years
- **Microsoft** commissioned me, an independent PR, to conduct a media campaign which a whole team of ‘Text 100’ representatives could not accomplish. I was invited back in 1998 to train Text 100 in targeting the sector.
- **royalblue technologies (call centre and helpdesk)** (1995/1997)
Operational on-site for two divisions of the company, created a marketing team to handover to after two years, managed time-critical campaigns and co-ordinated their launch onto the London Stock Exchange in 1997.
- **Exhibitions, Conferences, Award Ceremonies** (1997/2005)
PR adviser to exhibitions up to 7000 visitors (7 times), created the programmes, sourced presenters, project managed conferences up to 1000 delegates (25 times), arranged the first Call Centre Awards programme in 1995 and subsequently project managed gala award ceremonies up to 600 guests (9 times).
- **Edward de Bono** – I convinced Edward de Bono to take an interest in call centre issues I had raised which resulted in an exclusive interview with The Times and a double page editorial including the clients’ annual conference.

Trade Associations – 1993 to 2009

- **IT Service Management Forum (itSMF)** (2005/2008)
PR Adviser to the only internationally recognised forum dedicated to IT Service Management – 23,000 UK members.
- Achievement: Convinced 12 C-level IT user organisations to present at itSMF conference, wrote case studies and created the ‘itSMF Champions Network’ which involved securing editorials with members at short notice working via trade media.
- Achievement: I took a niche subject on the development of British and International ITSM Standards and with my research on the subject, convinced the hardest-nose journalist in the IT industry to write a 3-page feature on the topic in a well-respected management strategy magazine.
- **Association of Technology Staffing Companies (ATSCo)** (2005/2009)
Editor and designer of ATSCo’s bi-monthly newsletter – 15 created over the duration, increasing from 9 to 24 pages. Formed in 1999 this association provides a united voice for recruitment companies in the IT, Telecommunications and Engineering sectors.

I took the three trade associations (listed below) from start-up to established membership in the periods shown. During this time I launched them to their respective media and analysts, increased membership organisations from 0 up to 500+ through marketing, arranged and hosted monthly seminars, annual conferences and the first UK Outsourcing award ceremonies; editor/publisher of quarterly printed newsletters, and designed and wrote web site content.

- **National Outsourcing Association (NOA)** – (1996/2003) – 7 years
- **Call Centre Management Association (CCMA)** – (1995/2000) 5 years
- **Association of Computer Telephone Integration Users and Suppliers (ACTIUS)** (1993/1995) 2 years

1997 to 2004 - Call Centre clients represented:

- **Apropos Technology** – CTI/VoIP and Multi Channel Software (3 years)
- **Blue Pumpkin/Optimis** – Workforce Management Software (3 ½ years)
- **CosmoCom** – IP-based Software (18 months)
- **CT Consulting** – Convergence Technology Consultants (6 years)
- **Interdec** – Interior Designers for Call Centres (3 ½ years)
- **Lagan** – CRM Software for Call Centre and Local Government (18 months)
- **Minerva** – Culture Change Management Specialists – Call Centre and Financial (2 ½ years)
- 1997 to 2004 – Exhibitions, Conferences and Award Ceremonies – 12 major events

1993 to 1998 - Key clients were:

- **Envoy Systems Limited** (1993 to 1996)
- **royalblue technologies** – (1996 to 1998) HelpDesk and Call Centres divisions of the company were clients.

The PR challenge of these companies was to take completely unknown products and small companies into their respective markets and create awareness for products, company and key industry profiles on the management teams. This was successfully achieved as Envoy was bought by Aspect Telecommunications plc in 1996, and royalblue launched on the London Stock Exchange in June 1997.

PERSONAL INTERESTS

I live in South East London and am married with a daughter aged 23. My interests include sailing (Royal Yachting Association Competent Crew level), SCUBA diving (Advanced level with 150+ dives), water skiing, inline skating, running 5k’s, cycling, mountain climbing, singing, yoga, Pilates, foreign travel and in 2010 began pole fitness.