

# Julie Vindis

## 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 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
- Demonstrable track record of growing client businesses through media and analysts relations and direct targeting to the end users for over 18 years
- Demonstrable track record of government programme successes by driving visitors to web pages and encouraging user feedback to direct the future of products and services.



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## Communications Management Projects – 1993 to 2009 (Note \* = Present)

### Central and Local Government 2007/2009

#### Communities and Local Government (CLG) – June 2009 to present\*

Reference available from Deputy Director – Spatial Analysis Unit (SpAU)

Collaboration between CLG and the National Economic Council (Analytical Working Group) was to deliver a network whereby government analysts could share spatial analysis on risk, recession and recovery. The Spatial Analysis Unit, formed in April 2009, provides support and advice on analysis and evidence, and conducting spatial analyses to inform policy development and implementation.

In August 2009 the [Spatial Intelligence Network \(SpINe\)](#) was launched on the government secure intranet. Peter Housden, Permanent Secretary, CLG strongly endorsed SpINe and it is a key priority to help the Department more effectively engage with OGDs and other key stakeholders in government to ensure that, following the 'Top 200' event, place-based thinking is driving policy development.

Primary responsibilities – At the request of the Head of SpAU, the Places project permitted two days a week for me to be assigned to fast-track the initial development of the SpINe web site; communications activities included: writing content, designing web pages, creating the brand image, identifying stakeholders and users, and encourage government-wide analysts (Government Office, all Government Departments and CLG) to contribute their analysis and register to use the new web site. After the launch, projects were identified within the SpAU six work streams to communicate the new unit's aims internally and externally. In September 2009 I introduced a new initiative for the unit to disseminate spatial analysis on all subjects across government and to non-governmental bodies, which was delivered in November 2009. In January 2010 I trained myself to use Lotus Notes (web administration) and became the only person in the Directorate with skills to upload analyses and all content to the SpINe web site.

#### Communities and Local Government (CLG) – August 2008 to present\*

Reference available from Programme Manager – Places Community

The [Places Database](#) is the underlying data for several refined websites in CLG and in September 2008 it was re-launched and made available on the internet for the first time. The '[Places Community](#)' was an initiative I introduced to CLG in August to explain the differences between nine different analytical databases and front-facing web sites to a new audience. As I encouraged each new member to join the Places Community, additional communications was required to increase the profile of the service and division.

Primary responsibilities – A communications strategy was written to inform government-wide potential users and identify stakeholders. Communications activities include: writing, editing, designing and publishing [DataSource](#), an 18-page quarterly newsletter and identifying resources to disseminate to a government-wide audience – potentially 80,000 people through a variety of sources and contacts; writing presentations to stimulate interest aimed at internal and external audiences; writing award nomination entries; organising product workshops, identifying and securing audiences for events, and creating delegate pack marketing collateral; implementing the strategy to increase awareness for the Places Community to internal and external audiences.

## **Communities and Local Government (CLG) – December 2008 to March 31 2009**

Reference available from ICT Director – RTS Programme

The Replacement Telephony Service (RTS) Programme was created to provide a new Telephony Service to 3500 CLG staff by October 2009.

Primary responsibilities – creating a nine-month communications programme to engage with eComms and staff for intranet, email, and printing. Writing presentations and FAQs and staggering the release of information as the new phones were installed by division. At the request of the ICT Director, the Places project permitted two days a week for me to be assigned to fast-track the RTS communications strategy and begin implementation, through to handover to a full time communications manager in April.

## **Communities and Local Government – January to August 2008**

Reference available from Deputy Director of Department

The aim of the new [Data Interchange Hub](#) is to reduce the burden for local authorities in collating data from many different sources. The Hub gathers published information on performance against the National Indicator Set from across government, to provide a one-stop location for all local authorities and their partners. Developed by the Department and central and local government partnerships the Hub launched in April 2008.

Primary responsibilities – writing and implementing a communications strategy, identifying and targeting stakeholders and users - with the first communications message potentially reaching over 100,000 contacts in local and central government and external partnerships - writing and gaining approval of a [Hub Guide](#) to provide a comprehensive introduction to the use of the repository, writing web site content, Frequently Asked Questions, presenting the Hub communications message at regional seminars and delivering a communications strategy to the Programme Board and stakeholders.

## **Southwark Council – August to December 2007 AND May 2008 to present\***

Reference available from Head of Department

[Southwark Council's Leisure and Sports](#) division required a Communications Manager in August 2007 to be dedicated and lead on the communications for external and internal parties relating to the £12.3million refurbishment investment into three leisure centres. Initially a five month contract this was renewed, on a part-time basis, in May 2008 to present.

Primary responsibilities – involved identifying and meeting with stakeholders, residents and users of the leisure centres to be refurbished in 2009-11 and project managing and analysis of consultation with 41,000 residents and customers. I continue to be responsible for origination, strategy and implementation, of communication plans; maintaining customer databases, exhibition displays and liaison between ward councillors, resident groups and other interested external parties; planning and implementing the re-opening centre launches.

## **eGovernment National Awards – Annual event 2005 to 2009**

Reference available from CEO

The annual eGovernment National Awards are run by [www.publictechnology.net](http://www.publictechnology.net) and are held in January. In January 2009 the event was held at The Guildhall in the City of London with 550 guests (increased from 330 in January 2005). Every year the Prime Minister addresses the guests via a pre-recorded video message and previous key speakers (in positions at that time) have been Jim Murphy MP, Parliamentary Secretary Cabinet Office; and Gillian Merron MP, Cabinet Office Minister for Transformational Government, with John Suffolk, Government Chief Information Officer being the regular presenter and supporter of the event.

On 20<sup>th</sup> January 2009 the key speaker at the awards ceremony was the Minister in charge of Transformational Government, Tom Watson MP.

Primary responsibility – I was engaged as Event Manager and supplied a team for the past four events to organise the smooth running of the awards ceremony in the evening. In November 2009 PublicTechnology.net sold the Awards division of their business.

## **Local Government – 2003 to 2005**

References available from SROs at Communities and Local Government (where still available)

In January 2003 the HM Treasury gave £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)** - Communications adviser to five of the largest ODPM National Programmes – campaign projects worth between £1.6m to £6m. I worked with five major National Projects during the above period, 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.

These National Project campaigns are in date order of engagement.

- **National CRM Programme – (CRM NP)** – May 2003 to March 2004  
Project on how a Customer Relationship Management strategy should work in local authorities
  - Primary responsibility – Event Manager for the first major NP launch event – created from a blank sheet of paper, I targeted stakeholders, built a database of CRM related managers and officers at local authorities, entirely arranged the whole event attended by 180 delegates all within 4 weeks.
- **Enterprise Workflow National Project (EWNP)** – October 2003 to July 2004  
Project on IT-based demonstrating Enterprise Workflow processes
  - Primary responsibility – Stakeholder engagement planning, communications strategy and event manager
  - Convinced and secured a group of 80 CEOs, CIOs, Financial Directors of local authorities to attend the EWNP final 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 campaign.
- **Local Authority Websites – (LAWS NP)** – February to April 2004  
Project on how to set up and productively use Local Authority Web (LAWs) sites
  - Primary responsibility – Event Manager for two regional events, building target audience databases, communicating to the audiences, all confirmation bookings, writing and fulfilment of support documentation for 380 delegates.
- **eTrading Standards – (eTS NP)** – May to August 2004  
Project to provide an England-wide database of Trading Standards Officers and a forum for customers
  - Primary responsibility – Web Design and Content Manager
- **Framework for Multi-Agency Environments (FAME)** – June 2004 to September 2005  
Providing an England-wide framework for an Information Sharing database on individuals for government departments, local authorities, education, police, social services and voluntary services to implement.
  - Primary responsibility – Stakeholder engagement planning, communications strategy created and implemented, sole contributor for communications section of three successful Project Initiation Document bids for additional funding
  - Initiated the idea and 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.
- **e-fire NP** – June to August 2005 and March to June 2006  
Project introducing a technology framework to Fire Officers throughout the UK
  - Primary responsibility – Event Manager for two communications campaigns and conferences.

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

## Call Centres – 1996 to 2008

- **Rostrvm Solutions – Contact Centre Software (2005/2008)** – Reference available from Marketing Director  
PR adviser to re-launch this UK company in the UK via trade media
- **Apropos Technology (call centre) / Blue Pumpkin (workforce management) (2000/2003)**  
Operational on-site PR adviser to launch these 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** – 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)** – Reference available from CEO  
PR Adviser to the only internationally recognised forum dedicated to IT Service Management – 19,000 UK members.
  - Achievement: Convinced senior level 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)** – Reference available from CEO  
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 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 – Reference available from Chairman
- **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 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.

### 1986 to 1993 - Prior to setting up On Demand PR & Marketing in April 1993

1992 to 1993: Account Manager with PR agency specialising in Networking and IT clients  
 1991 to 1992: The London Stock Exchange – Account Manager for six publications  
 1986 to 1991: Account Director with PR agency specialising in Dealing Room/ IT clients - responsible for 18 staff and nine clients

### Interests

Julie lives in South East London and is married with a daughter aged 22. Julie's interests include sailing (Royal Yachting Association Competent Crew level), SCUBA diving (Advanced level with 130 dives), water skiing, inline skating, running 5k's, cycling, mountain climbing, singing, and foreign travel.

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