

Chris Smith

Professional Summary

Chris Smith is a skilled practitioner in the world of digital media and Web 2.0. Audio podcast clients have included; Lloyds TSB, Blairgowrie High School, the Scotsman newspaper, Glasgow Caledonian University, the BBC and others. Recent video podcasts have included the EquiMar project, an European Community funded initiative driving renewable marine energy standards, Gaelic medium traditional music and Scotland's only School of Sport. Chris also maintains a number of websites for private clients; the award winning journalist Lesley Riddoch amongst others.

Background – the early days

Chris Smith spent most of his working career in the ICT industry with blue chip clients and companies. His early training in the basic operational management with Abbey National, was followed by a move into technology with IBM and a chance to understand the complexities of delivering value. Royal Bank of Scotland provided the opportunity to demonstrate his analytic and innovation skills in new business areas. NCR was a chance to play a leading role in producing a new global business through customer interaction, thought leadership and personal standing in the industry.

Career Summary

Chris Smith Associates October 2004 to the present Perth

Since October 2004, Chris has been working on a freelance basis with a number of clients in the area of digital media; from blogging to podcasting. As an early adopter of Web 2.0, this has meant supplying content in online, audio, and video formats for clients that range from the EC, the BBC and major UK academic/innovation organisations like Glasgow Caledonian University. Chris has also been executive producer for online educational programming for a variety of organisations that range from secondary schools and colleges through to Scotland's National School of Sport and cultural outreach groups like Feis Rois . Visit www.chris-smith-online.co.uk for more details of his current set of projects.



August 1997 - October 2004 Dundee

In a variety of roles, from Marketing Director to Software Evangelist, Chris was responsible for the world's leading ATM manufacturer's foray into software and services. The start was to build a successful brand; APTRA™ and Chris was responsible for pitching this business globally from China to California, to over 750 major banks. At the same time, Chris was elected for two terms as the chair of the Comitée d'Europe de Normalisation; the international industry standards body. Today, NCR's APTRA™ business is worth in excess of \$180 million annually



August 1993 – August 1997 Edinburgh

Chris worked alongside McKinsey in the change programme 'Columbus' which transformed the fortunes of the then ailing bank. He led the multi disciplined project team which architected and then implemented the new retail banking outlet design. This multi million pound project delivered four prototypes on time, a new look and feel, signage and furniture which are still part of the Royal Bank retail signature.

Latterly, in 1996, Chris was seconded into the team which established Tesco Personal Finance, the Royal Bank's joint venture with the supermarket giant. This initially involved the transfer of an existing customer set of 400,000 from Natwest. Chris managed this project to achieve the successful transfer over a single weekend with not a drop spilled.



1986 – 1993

London and Edinburgh

Headhunted as an industry specialist, Chris trained alongside system engineers. His roles included market and product development; especially in the AS/400 and 4700 Branch Automation solutions. Chris moved to Edinburgh in 1989 to become Account Manager of the Royal Bank and managed an account with special responsibility for software and consultancy services. He sold IBM first implementation of its proprietary data model to the Royal Bank, it is still in use today.



1978 – 1986

London

Chris joined Abbey National as a graduate management trainee. He worked through a variety of branch and Head Office roles.

Formal Qualifications

- Dipoma in Management Studies DMS 1985-86 Luton College of Further Education
- BA Religious Studies 1973-76 Lancaster University

Current technical skills

- Good working knowledge of Microsoft Office Suite and Google Apps including analytics
- Comfortable on both Mac and Windows
- Blogging software – including RSS and specific applications; Typepad .
- Audio and Video editing software – notably Audacity, Adobe Audition + Premiere and the Apple Final Cut Studio suite

Interpersonal skills

- Skilled facilitator – Chairman of Committee d'European Normalisation (CEN/ISSS) between 1999 and 2003
- Excellent communicator – Member of the Board of Management of Perth College between 2005 and June 2008

Contact Details

- Jamesfield Farmhouse, Newburgh, Cupar, Fife KY14 6EW Email: chris.kit.smith@googlemail.com Mobile 07 921 523 073