

Career History

JILL WARDROPPER

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EDUCATION

1975-79 North Staffordshire Polytechnic: BSc (Hons, 2:1) Computing Science
1973-75 Thames Valley Sixth Form College: A-levels in English and Geography
1971-73 Twickenham Country Grammar School for Girls: nine O-levels

PROFESSIONAL EXPERIENCE

Sep 99 – ongoing: Freelance

Since going freelance, I have worked for the following clients:

- Feb 03 – today: project manager for the consumer marketing team of HP's imaging and printing group. This includes running HP's "Make and Create" summer roadshows with Lego and an advertorial programme to communicate HP's digital photography messages through lifestyle, camera and technology press
- June 2002 – Feb 03: communications manager for **HP UK**'s imaging and printing group, providing maternity cover. The imaging and printing group includes all HP's commercial printers, consumer products including cameras and scanners, and paper and ink supplies. I managed the PR agency, Beattie Media, in the development and delivery of PR campaigns; and led the internal communications programme for IPG staff
- Jan 2002 – Sep 02: working with a colleague as a virtual PR agency, developing and implementing an industry-focussed PR programme for **Nabarro Nathanson**, a leading firm of commercial lawyers
- Dec 2001 – June 02: the UK arm of Iconic, a worldwide virtual PR agency, developing and implementing a PR programme for **Accrue Software**
- Sep 2000 – June 2002: senior account manager at **Beattie Media**, running five PR programmes for **HP**'s UK enterprise business; two PR programmes for HP's European marketing centre; plus business development activities for Beattie Media
- Apr 2000 – Sep 2000: external PR manager for **ICL**'s Horizon Post Office automation project
- Aug 1999 – Apr 2000: divided my time between two clients, **Compaq** and **Firefly**. I worked two days a week as Compaq's acting UK PR manager, in a similar role to my earlier spell at the company (see below). I also spent two days a week at Firefly, working on developing new client services.

Feb 92 – Aug 99: Account Director, Firefly Communications

Firefly is one of the UK's largest specialist technology consultancies. I was a member of the company's management team and my responsibilities fell into three categories: client-facing, line management and company management.

My client-facing responsibilities included:

- leading teams of consultants in developing and executing PR programmes which were successful and profitable
- developing existing accounts to sell in additional projects or increase fees
- participating in new business development and pitches.

My portfolio of clients included many of the IT industry's leading companies: Compaq, IBM, Oracle, Cap Gemini (Hoskyns), Object Design, SSA, OpenVision and Reuter Business.

During 1998 I spent seven months on secondment to Compaq as its UK PR manager. My responsibilities included defining and establishing the role, prior to a permanent PR manager being

appointed, and running the external company's external communications during the completion of the Digital acquisition.

My line management responsibilities at Firefly included:

- evaluating and appraising team member performance, including salary reviews
- coaching and mentoring junior members of staff.

I was a member of Firefly's management team, the group of most senior individuals who have responsibility for the operational aspects of the company. My management team responsibilities included:

- recruitment and selection of consultants and support staff
- contributing to and implementing parts of the company business plan
- developing and delivering a PR training programme for graduate trainees
- contributing to short and long-term decision making.

Jan 90 - Dec 91: Account Manager, European Marketing Consultants

EMC is a marketing communications and public relations consultancy specialising in information technology, management consultancy and financial services sectors.

I was the account manager for EMC's largest account, mainframe maker Amdahl. This involved the development and implementation of an annual programme of marketing communications activities. I was also the account manager for Microcom, Braid Systems, Butler Cox, UniForum's Open Systems 1990 Conference and Exhibition, and Quadratron Systems. I also undertook project work for NEC, x/Open, Comtext International and Percom.

Dec 87 - Jan 90: Assistant Manager, Marketing & Communications (M&C), Information Technology Division, Lloyds Bank

I joined the group shortly after it was created and helped define its scope and responsibilities. The idea of marketing communications was new to the IT division and the group had two main aims: to improve communication among the division's 2,500 staff and to increase awareness of the division among the rest of the bank.

The M&C group developed a number of initiatives to meet these aims. These included publications, which were my responsibility, and events such as the annual divisional conference. I assisted the bank's corporate press office by handling press enquiries relevant to the IT division. I also contributed to M&C group projects, including the organisation of the annual conference, and led the introduction of desktop publishing into the group.

Sep 85 - Dec 87: Senior Reporter, Computer Weekly

For 18 months I was the paper's software specialist. I wrote and edited the *Software File* section, which covered all aspects of the UK and international software industries. I also wrote features on a variety of topics and profiled several leading industry figures. Shortly before I left Computer Weekly I became the paper's IBM watcher, which involved both news reporting and analysis of the company's business and product strategies.

May 83 - Aug 85: Programmer-Analyst at Management Resources International (MRI)

MRI was the former management services company for DHL, the document courier firm. I did analysis and programming in RPG II on IBM System 36 and 34 minicomputers.

Sep 79 - May 83: Senior Programmer at British Airways

I spent three years in the Real Time Support group, providing 24-hour on-site cover for the applications running on NAS and Amdahl mainframes.