

Darren Priest

Senior Manager/Program Manager (Scrum/Agile) with 14 years' experience in:

- creating Product and Engineering strategies for internet services and software development
- sourcing and managing internal cross-functional teams and third-party resources to ensure their delivery.

**Senior Program
Manager
Yahoo!
Integrated
Customer
Experiences (ICE)
2007 - Current**

- Lead Program Manager for EU teams delivering services and features for the [Yahoo! Frontpage](#) using Scrum
- Currently focussed on developing the new homepage for Yahoo! being built out of Sunnyvale and London.
- Certified Scrum Master (CSM)
- Cross-functional teams (Business Development, Product, UED, Engineering, Web-development, QA, Service Engineering, Paranoids, SEO)
- Day-to-day management of team with technical leads
- Sprint backlog management, daily stand-ups, retrospectives, resolution of blockers and dependencies, concentrating on improving value-driven processes, not overhead.
- Prioritise Engineering and Product features with stakeholders.
- Work with teams to define feature specifications.
- Roadmap definition and resource allocation planning working with EU and US senior management.
- I provide progress visibility, risk assessment, and issue resolution, reporting into ICE teams in Europe and US.

**IT Project Manager
Digital Media Team
Haymarket
Publishing
2003 - 2007**

- Full product life-cycle management of internet, digital publishing and commercial projects for Haymarket's consumer magazine titles, including Stuff Magazine, WhatHiFi, and Gramophone. Additional Business Development of new titles and other market opportunities.
- [Stuff.tv](#): involved from inception in defining business, editorial, technical, budget and user requirements for a new gadget and technology website and a scalable content management system (CMS).
Project plans, budgets, information/data architecture, sitemaps, wire-framing, user journeys, commercial opportunities, sourcing and management of third-party agencies and developers; multi-team project management during Scoping, Development, and Launch phases (Prince2/Agile); hands-on development of SQL data layer processes and legacy data migration; Business and Project Board progress reports.
- Developed new products and online strategies with magazine stakeholders and board.
- Developed content management systems, and created new designs for Gramophone and WhatHiFi's web sites.
- Managed Request for Proposal (RFP) process, with multiple vendors pitching to develop a new Enterprise CRM solution.
- Managed internal and third-party development resources.

**Consultant
BBC
2003**

BBC Five Live Interactive

- Provided technical insight into brainstorm and innovation sessions for the development of new services, and site redesigns.
- Developed functionality and design prototypes, allowing team members to quickly engage with new offerings and add ideas..
- Negotiated with 3rd party developers, lowering costs.

Darren Priest - Curriculum Vitae

Director

Ajabo plc

2000 – 2002

Innovative, multi-lingual B2B eMarketplace.

- Created business plan for an innovative B2B eMarketplace.
- Developed content and brand prototypes for internet and mobile.
- Led funding presentations, raising £2.8 million.
- Headed negotiations with IT service providers and channel partners, delivering £2 million in savings (Microsoft, D&B, BT, Elsevier, Axcium, SDL.)

UK Interactive Services Manager Scoot (UK) Ltd

1999 – 2000

Scoot's offering included a business directory, cinema listings, and a range of SME products.

- Led a team of designers and developers, producing business and cinema information services for Scoot and 35+ channel partners (including Yahoo!, MSN, NTL, Telewest, Empire, IMDB, The Sun).
- Successfully developed a culture change, promoting the ownership of project tasks and involvement of team members.
- Successfully delivered a product redesign as part of a Steering Committee tasked with changing Scoot's business.
- Key liaison with all departments and European sister companies, developing strategies and best practices.
- Developed banner advert handling systems.

Internet Systems Developer

Scoot (UK) Ltd

1998 – 1999

Intranet Developer

Scoot (UK) Ltd

1997-1998

Web Page Designer

Scoot (UK) Ltd

1996 – 1997

- First member of the Internet Team, helping to shape Scoot's Internet presence and define Internet products for SMEs.
- SME customer liaison. Graphics, HTML and video production.
- Sourced and managed third-party development agencies.
- Recruited, orientated and managed new members of the team.
- Principal liaison between Web Team and Corporate Sales.
- Developed Intranet services for Internet and HR business units: IIS, ASP, VB Script, SQL, and Access, all self-taught.
- Redesigned domain name package and administration tools, increasing revenues from £10,000 p.a. to £250,000 p.a.
- Helped to train 350 sales staff, increasing revenues by 1000%.

Training

- **Certified Scrum Master (CSM)**
- **Screen-writing and Directors Foundation Course**, Raindance
- **Prince2 Practitioner Course**, Parity Training
- **Digital Video Production**, BBC
- **Affiliate Marketing Summit**, Marcus Evans
- **Stretch Learning Coaching Skills**

- **1992 - 1995: Oxford Brookes University, Oxford 2ii Honours Degree in Real Estate Management.** Law, Economics, Valuation, Management, Computing, Building Construction, Town and Country Planning.
- **1984 - 1991: Crypt Grammar School, Gloucester** 3 A-Levels - 8 GCSEs

IT Experience

- **Project Management:** Certified Scrum Master, Prince2
- **Microsoft:** Office, Outlook, Project, Visio
- **Adobe:** Photoshop, Premiere
- **Dev:** HTML, ASP, VBScript, XML, JavaScript, MS SQL

Interests

- Martial arts, guitar, writing, gaming, films, socialising, travel.

References

- Available on request

Personal Details

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