

John Band

An experienced strategy consultant, project manager, writer/editor and digital specialist.

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EDUCATION

Jan-Dec 2011

University of Sydney

Master of Digital Communications and Cultures (Distinction).

Sep 1997-Jun 2000

University of Oxford, UK

BA & MA in Philosophy, Politics & Economics (2:1).

Sep 1990-Jul 1997

Royal Grammar School, Guildford, UK

PROFESSIONAL EXPERIENCE

Jun 2012-present

Intelligent Analysis, Director, Sydney

Proprietor and manager of small consulting firm.

Pitching, specifying and undertaking research projects for multiple clients in Australia and overseas, covering business-to-business and business-to-consumer research and analysis across a range of industries in the public and private sectors, with a focus on digital and IT strategy

Recent projects undertaken include business case analysis for public sector IT projects, software procurement specification in the healthcare sector, online content creation covering transport policy, and customer satisfaction survey design and analysis for business-to-business and business-to-consumer clients.

Mar 2013-Nov 2018

The Warren Centre, Digital Communications Manager, Sydney

Led email, website and social media strategy and implementation for University of Sydney-affiliated STEM think-tank.

Implemented customer satisfaction survey design and policy feeding into the annual marketing and budget planning process

Wrote copy across all digital channels, designed and developed multiple websites, managed web servers and security across the organisation's online properties.

Administered and redesigned the organisation's contact database.

Worked with internal and external stakeholders to provide technology and content solutions for multiple projects.

Jan 2010-Jun 2012

Freelance consultant, Sydney/worldwide

Conducted market research and analysis projects for Australian and global clients on a part-time basis while travelling and studying.

Nov 2008-Jan 2010

World Market Intelligence, Director of Content, London, UK

Led a digital transformation project to turn a print-led business-to-business publisher into an online-led business information provider. Built a content team split between UK and India to create databases of retail and construction company profiles, market sizes and project profiles. Specified and worked with development teams to develop and launch a range of news and premium content websites. Cut costs and increased editorial consistency at existing print/online trade media titles.

Oct 2006-Nov 2008

PricewaterhouseCoopers, Strategy Consultant, London, UK

Worked for blue-chip multinational clients on corporate strategy and due diligence projects worldwide. Covered a range of business-to-business and consumer-facing verticals, including market sizing and opportunity identification projects. Built an understanding of company and financial analysis to complement existing skills in market and consumer analysis. Presented and justified report findings directly to clients' senior management teams.

Dec 2003-Aug 2006

Datamonitor, Senior Analyst, London, UK

Specified and wrote consumer insight reports. Led consultancy projects that involved major global market sizing and opportunity identification, both within consumer goods and in the IT sector. Gave custom presentations to industry clients and international industry conferences. Interviewed in international print, broadcast and online media.

Sep 2000-Dec 2003

Datamonitor, Editor/Managing Editor, Manchester, UK

Joined Datamonitor's online business news and comment team as Writer/Editor. Devised house style for articles. Promoted to Managing Editor in under 18 months. Wrote several news and comment articles daily.

LANGUAGE SKILLS

Good command of French (written and spoken). Basic Spanish and German (written and spoken).

TECHNICAL SKILLS

Advanced Access, Excel, PowerPoint, Word, Photoshop, Premiere Plus
SPSS, R, VBA, SQL, HTML, PHP, Wordpress
SII Diploma in Interpretation of Financial Statements
TAFE NSW Diploma in Small Business Management

Australian citizen. Full driver licence. References available on request.