

ALEX SHAKESPEARE

TECHNOLOGY, PRODUCT & TRANSFORMATION LEADER

London, UK | 07720 845571 | alex@alexshakespeare.com
linkedin.com/in/alex-shakespeare | alexshakespeare.com

Technology and product leader with 25+ years across Google, financial services, media and consulting. Combines product ownership, transformation, senior stakeholder management and partner/customer leadership with enough technical depth to work effectively with engineering teams. Track record includes rescuing difficult programmes, leading global product delivery, managing development teams and taking new products from concept to launch.

Product leadership • Technology transformation • Partner & customer leadership • Programme recovery
• Applied AI & data • Team leadership

PROFESSIONAL EXPERIENCE

Independent Consultant & Product Founder | Shakespeare Solutions

Aug 2023 - Present

Selective consulting and product work following Google, alongside a period of family caring responsibilities.

- Took a connected consumer product from concept to commercial launch - defining the proposition, managing manufacture in China, developing the companion app and brand, and launching through Amazon UK.
- Designed an AI-led analysis of 10,000+ customer-service emails across roughly 2,900 conversations, surfacing response-time patterns, recurring issues and operational improvement opportunities.
- Delivered an AI-assisted document workflow that converted raw Excel data into formal customer contracts through a repeatable generation and validation process.

Technical Account Manager | Google

Sep 2019 - Jul 2023

- Managed technical relationships with around 16 European partners, including BBC and Sky, acting as the bridge between partner organisations and Google product and engineering teams.
- Owned complex Cast and streaming escalations and partner feature requests, driving issues from diagnosis through engineering resolution.

Head of Product - OREO Transformation Programme | Travelex

Jan 2019 - Sep 2019

- Led product direction for a major transformation of Travelex order-capture systems while overseeing ongoing development of the legacy estate.
- Recruited and managed seven business analysts; aligned senior business and technical stakeholders around scope, requirements and delivery approach.
- Recommended Salesforce / Commerce Cloud as the target platform and shaped requirements supporting a multi-million-dollar services engagement.

Salesforce Consultant | Bank of Montreal

Jun 2018 - Dec 2018

- Planned and delivered migration of 26 million records and 50 users from a proprietary CRM to Salesforce in just over three months, including a successful weekend cutover.
- Recovered a failing fund-data project, rebuilt stakeholder confidence and delivered before the year-end change freeze.
- Created custom interfaces to preserve key proprietary functionality during the move to the new platform.

Salesforce Consultant | Everis / NTT Data

Feb 2018 - Jun 2018

- Migrated and rationalised data for a major retailer onto a Salesforce/AWS platform; analysis of source data also exposed potential fraud anomalies for investigation.
- Delivered a GDPR anonymisation solution for a major ISP across a large, highly related custom data model.

Salesforce Consultant (part-time) | Currency Cloud & Appirio

Jul 2017 - Dec 2017

- Worked across two parallel engagements: streamlined KYC and sales approvals at Currency Cloud and continued platform delivery for Appirio following the Western Union programme.

PROFESSIONAL EXPERIENCE - CONTINUED

Global Product Manager - WUEDGE | Western Union Business Solutions Oct 2016 - Jun 2017

- Owned requirements, releases and stakeholder engagement for a global B2B payments platform, working with teams from Sydney to San Francisco and an external development partner.
- Introduced stronger delivery controls around JIRA, environments, release diffs and sign-off; release dates were maintained while post-release issues fell significantly.

Salesforce Consultant | Currency Cloud Feb 2016 - Sep 2016

- Reworked a poorly implemented sales pipeline and bespoke CPQ engine, improving maintainability and moving functionality into standard platform processes.
- Remodelled trade-data storage to around 5% of its previous volume, materially reducing Salesforce storage cost.

Systems Consultant | Springer Nature Dec 2011 - Feb 2016

- Returned to the organisation by request to integrate systems built during an earlier engagement into a new data-warehouse environment.
- Won the tender to reimplement a master-data front end after another consultancy failed to deliver; completed the replacement within timescale and budget.
- Rebuilt a major CPQ solution after a proposed million-pound replacement programme was cancelled; rationalised 700+ user stories and delivered around 80% within three months.
- The resulting solution reduced double-keying and improved operational efficiency for the sales organisation.

Head of Development | CMC Markets May 2007 - Aug 2011

- Led a 10-person UK development team plus offshore resources delivering financial technology products and partner solutions for clients including HSBC, Barclays, Santander, Charles Stanley and the BBC.
- Oversaw delivery of a web-based trading product and maintained senior delivery relationships with major clients.
- Following the sale of part of the business, led the data-centre migration and knowledge transfer to the acquiring organisation.

Systems Consultant | Nature Publishing Group Sep 2004 - May 2007

- Originally engaged for three months and retained for nearly three years, delivering business systems and automation around licensing, sales and data processes.
- Built a global CPQ application that generated more than £1bn of quotations, supported 13,000+ pricing permutations and remained in use for 14 years.
- Automated repetitive data-import and administration processes, saving significant manual effort across commercial teams.

EARLIER CAREER

Head of Reporting | Lastminute.com Oct 2002 - May 2004

Short-term Technology Contracts | Shakespeare Solutions Apr 2002 - Oct 2002

Senior Webmaster | BBC Aug 2001 - Mar 2002

Head of Network Operations, Europe | Liquid Audio Jan 2001 - Jul 2001

Systems Specialist | Transaction-One Oct 1999 - Nov 2000

EDUCATION & CERTIFICATIONS

BSc Computer Science - 1999 • AWS Certified Cloud Practitioner - 2023 • Salesforce Certified Associate - 2023 • Platform App Builder - 2018 • Administrator - 2015

TECHNOLOGY CONTEXT

Applied AI / LLM workflows • Cloud / AWS • Salesforce • Data & integration • APIs • Streaming & media • Python / JavaScript • CI/CD and delivery tooling