

JAMES THORNETT

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SUMMARY

Senior digital executive with extensive experience of forming and leading teams to deliver business transformation in high-profile organisations. Strong communication and networking skills, comfortable speaking at large conferences or engaging board level executives one-to-one.

A specialist in strategy definition, stakeholder management, agile programme delivery, product management, customer insight and the adoption of new technologies.

EMPLOYMENT HISTORY

Founder/Director

The Digital Discovery Group Ltd.

August 2017 –

Providing services to organisations of all sizes, including digital strategy, product development, specialist recruitment and programme delivery.

Principal Product Strategist / Head Of Digital Customer Experience

Tesco PLC

January 2016 – July 2017

Reporting to Chief Digital Officer, with responsibility for strategy development across Tesco's digital portfolio and end-to-end accountability for the management of core digital products such as www.tesco.com.

- Created the OneTesco vision and strategy for the CEO and group board to integrate brand, products and systems across the entire portfolio of Tesco's customer facing propositions.
- Led the Digital Customer Experience team to create Tesco's first digital design language and set new group-wide standards to improve the customer experience on all digital touchpoints.
- Implemented a new service design approach to customer insight and product innovation.

Director, GOV.UK

Government Digital Service, Cabinet Office, HM Government (UK)

December 2012 – January 2016

Leadership of GOV.UK, the single online domain which provides access to all information and digital services from the UK government, with over 13 million weekly users.

- Migrated 350 government departments and agencies onto a single digital publishing platform.
- Set pan-government digital strategy, managing stakeholder relationships up to cabinet minister level.
- Advised foreign governments on the development of digital strategy and delivery of new services.

Head Of Product Management

Government Digital Service, Cabinet Office, HM Government (UK)

May 2012 – December 2012

Joined the newly formed Government Digital Service to transform Government digital services in the UK.

- Led the launch of GOV.UK, winning the Design Museum, Design of the Year award, 2013.

- Established a product management discipline within UK government, described as “the best startup in Europe we can’t invest in”, *The Guardian*, 2012

Head Of Homepage, Search & Navigation

British Broadcasting Corporation

October 2010 – May 2012

Provided strategic direction and delivery oversight for the homepage, search, location services, mapping and navigation products, content tagging and metadata tools on BBC Online.

- Led a major re-build of the BBC homepage which delivered a new proposition to 10 million weekly users. Nominated for the Design Museum, Design of the Year award 2011.
- Led the move of London based staff to new headquarters in Salford Quays, handling redundancies, re-deployments and recruitment where required.

Executive Product Manager, BBC Local & Location Services

British Broadcasting Corporation

October 2009 – October 2010

Created a team to build new platforms and location based technologies for use across the BBC. Formed new commercial partnerships and integrated open source technologies to ensure the best solutions for the business.

- Re-launched the BBC’s Travel News service, doubling weekly reach and audience appreciation levels.
- Developed the first pan-BBC mapping solution for use across all broadcast and digital platforms.

Interactive Development Manager, BBC Nations & Regions

June 2006 – October 2009

Devised and implemented the national/regional strategy on digital platforms with end-to-end accountability for the editorial and technical development of BBC Local.

Assistant Editor, BBC Local

April 2002 – June 2006

Day-to-day responsibility for editorial management of the BBC Local websites in England; overseeing development of strategy and providing technical, editorial, legal and policy support to 150 staff in 45 locations.

Senior Producer, New Media, BBC Local

September 2000 – April 2002

Formed a new digital team in BBC Birmingham and led the design, build and roll-out of 45 BBC Local websites across England providing local news, sport, weather, travel and entertainment news.

Strategy Analyst, BBC English Regions

September 1998 – September 2000

Led audience and business analysis for local and regional broadcasting services in England, providing ad-hoc strategic and analytical support to senior management team in addition to regular KPI updates.

EDUCATION

2:1 BSc (Hons) Mathematics & Computer Science

1995 – 1998. The University of Birmingham, Edgbaston, Birmingham. B15 2TT

3 A-Levels (Mathematics, Physics, Chemistry) and 11 GCSEs

1988 – 1995. Clyst Vale Community College, Broadclyst, Exeter, Devon