

## Craig Shields

Tel: 07722021282

Email: [Craig\\_A\\_Shields@hotmail.co.uk](mailto:Craig_A_Shields@hotmail.co.uk)

Website: <https://craigashields.com>

### **Profile**

A successful and adaptable solutionist dedicated to providing the highest standard of service. Thrives on understanding business procedures and processes with the aim to form practical, scalable and reliable solutions to resolve business and technological challenges.

Excellent technical and non-technical communication, organisational and analytical capabilities with the ability to assess and act with reserve and calm transforming obstacles into attainments.

### **Skills**

- Systems Integration
- Process Improvement
- Business Process Mapping
- Technical Documentation
- Product Management
- Scrum Methodology
- Data Analysis
- Problem Solving
- Proficient with the use of REST APIs, SOAP, T-SQL, PL-SQL, JavaScript, Typescript, various web application frameworks and libraries
- Understanding of C#, Python, AWS services and toolkit

### **Professional Experience**

#### **Product Manager - Aptitude Software**

Sept 22 – Present

- Identify, evaluate, and prioritise market needs, responsible for recognising market requirements with a technical emphasis, assessing their significance, and establishing priorities.
- Drive forward the importance of Developer Experience both for internal teams and client developers.
- Drive a culture of continuous improvement, seeking feedback both internally and externally, and implementing process enhancements to optimise product development and delivery.
- Educate stakeholders both internally and externally on the API-Design-First strategy, while actively sharing my insights and expertise with the wider community.
- Make cost/benefit judgement decisions based on data analysis
- Define roadmaps based on delivery plans to ensure a clear and structured path for product development.
- Communicate with stakeholders, ensuring alignment, understanding, and transparency regarding product priorities, requirements, and progress
- Product Ownership of technical components scrum team that underpin Aptitude Solutions.
- Validation analysis to ensure product delivery is providing the intending value.
- Attend and contribute to Data Protection and Security meetings.

#### **Principal Implementation Consultant - Aptitude Subscription Management**

Aug 19 – Sept 22

- Carry out Implementation Consultant duties for high profile clients and complex integrations. Clients include BBC, Channel4, Daily Mail Group, Telegraph Media Group, Irish Times, NBC and Sky.
- Design and implement processes to reduce client on-boarding period.



- Technical escalation point for all implementation projects.
- Approval responsibility and technical oversight for all implementation solutions.
- Continuously evaluate the client documentation hub in conjunction with Product Marketing to ensure that the documentation provides the level of detail required to support a client/partner through a seamless integration.
- Assist wider implementation team on complex client requirements.
- Assist development teams with queries of how the platform is used by clients in order for this to be accurately simulated in QA and automated testing.
- Deep dive into platform functionality and recurring client/partner issues, working with Product Owners and Technical Resources to provide robust and future-proof solutions rather than one off fixes.
- Use cloud architecture to develop 'outside-the-box' custom solutions in order to achieve client goals.
- Assist in the pre-sales processes
- Devise and provide in-depth technical training to implementation and client support teams.
- Develop pre-sales proof of concept integrations for new and existing functionality.
- Twice awarded 'Client First' Employee of the Year.

### **Implementation Consultant - Aptitude Subscription Management**

Nov 17 – Aug 19

- Undertake business analysis to define the scope of a project and the client's system / business requirements including websites, backend, CRM, CEM, Payment, Financial and Reporting.
- Responsible for the delivery of technical specifications using sequence diagrams to detail system integrations with the use of REST APIs.
- Provide feedback and recommendations on client integrations based on industry knowledge.
- Deliver on-site and remote training to clients.
- Daily use of Postman application to create easy to understand API collections including automated tests and visualisations.
- Configuration of the platform based on client requirements.
- Supporting internal client support teams
- Investigating platform (C#) bugs / gaps and provide fixes to the internal developers.
- Work within agreed timeframes and budgets to ensure on-time delivery of projects
- Plan and execute complex client data migrations.

### **Systems Analyst - Flex Solutions**

Jul 12 – Nov 17

- Examine customer requirements and design and deploy technical solutions between external systems and Flex ERP (Baan 5), CMS (Salesforce) and WMS (Red Prairie) systems.
- Liaise with internal stakeholders and business customers both on and off site
- Assist warehouse management team to review and enhance processes. Processes included inventory receipt, put-away, on-shelf management. to pick, pack, ship. This also included reverse logistic processes.
- Create development project plans and manage them through to completion
- System enhancement design; driving requirements gathering, business process mapping, and UI design for internal systems
- Provide support for local and global development teams, including functional and technical specifications as well as UAT and CAT plans
- Produced detailed training programs and prepared materials for both external users and internal support teams.
- Provided specifications to internal development teams for development of key business reports including but not limited to: MAUC (Moving Average Unit Cost), LOF (Level of Fill, what went out on time), LOS (Level of Service, what was delivered on time), Inventory Balance reporting and part chain reporting.
- Involved in Kaizen projects to increase business process efficiency
- Provide level 3 application support to internal and external departments.
- Required understanding of internal department processes including Purchasing, Finance, Logistics, Support, Warehouse & repair line teams.