

## Profile (January 2010)



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## Expertise

**Feb '06 - present** **Founder and Managing Director Indiginox GmbH**  
**Focussing on Mobile Internet, Open Source and IT Project and Program Management**

### Project summary

- Mobile Operator Consultancy and Project Management
  - Definition of project charter (Registration process for mobile developers, upload of mobile widgets, discovery and distribution of mobile widgets to end consumers, settlement process including revenue share)
  - International project management (Synchronising software development and deployment across multiple software systems - widget repository, shop, authentication, reporting, billing, settlement - end to end quality assurance, roll out (8 operators))
  - Senior level internal reporting and risk analysis – project planning with MS Project
  - Documentation (Project charter, scope, use cases, project status)
  - Definition and conception of mobile developer community and partner programme
- Project Management – Internet based product catalogue
  - International pharmaceutical company
  - Project concept and scope, detailed project planning (MS Project)
  - Capturing and documenting user requirements
  - Creation of information architecture and wireframes
  - Technical project management
  - Synchronisation with pilot countries
  - Management of quality assurance process
  - Management of roll out
- Project Management – Internet based brand promotion
  - International pharmaceutical company
  - Definition project scope, detailed project planning (MS Project)
  - Technical project management
  - Synchronisation with pilot countries
  - Definition of release process in conjunction with legal
  - Management of quality assurance process
  - Management of roll out

- Open Source Consultancy
  - Various management workshops
  - Research and authoring Strategic Whitepaper: Implications of Open Source, Recommendations
  
- Web 2.0 / Marketing Consultancy
  - Market Entry Strategy
  - Various Web 2.0 Seminars
  - Web 2.0 Portal Strategy
    - Strategic positioning
    - Requirements analysis
    - Functional Specification (Use Cases, Information architecture, Wireframes)
    - Management presentation
    - Prototyping
    - Development (agile methodology), Test, Deployment
    - Budget and resource management

<b>July '02 – Feb '06</b>	<b>Employer:</b>	<b>Microsoft Deutschland GmbH</b>
	<b>Area:</b>	<b>Developer and Platform Evangelism Group</b>
	<b>Position:</b>	<b>Sales and Marketing Manager</b>

#### Summary of all responsibilities

- Overall responsibility for the marketing and sales of the Microsoft Developer Tools suite and the positioning of the Microsoft .NET strategy within the Developer Community
- Design and implementation of marketing campaigns (Online, Offline)
- Project Management for the design and implementation of Customer Relationship Management programs (Architecture, Development, Integration Test, Roll Out)
- Revenue responsibility of €28 Million.
- Management of the sales and marketing team (6).
- Marketing Budget: €3 Million.

<b>Dec '01 – June '02</b>	<b>Employer:</b>	<b>Microsoft Corporation</b>
	<b>Area:</b>	<b>Global Accounts</b>
	<b>Position:</b>	<b>Regional Technology Manager (Financial Services)</b>

#### Summary of all responsibilities

- Strategic account management (CIO Level) for selected Financial Services accounts (UBS, HSBC, AXA, Credit Suisse).
- Joint group responsibility for €80 Million revenue.

<b>July '00 – Nov '01</b>	<b>Employer:</b>	<b>Microsoft EMEA</b>
	<b>Area:</b>	<b>EMEA .NET Developer and Platform Evangelism Division</b>
	<b>Position:</b>	<b>Group Manager .NET Developer Solutions Group</b>

#### Summary of all responsibilities

- Overall responsibility at the European Headquarters level for the positioning of the .NET strategy and Microsoft Developer Tools revenue (MSDN, Visual Studio).
- Design and implementation of marketing campaigns (Online, Offline)
- Project Management for the design and implementation of Customer Relationship Management programs (Architecture, Development, Integration Test, Roll Out)
- Revenue responsibility: €150 Million (Direct and Channel).
- Marketing Budget: €4 Million, Management of the marketing team (8 – 30).

<b>July '99 – June '00</b>	<b>Employer:</b>	<b>Microsoft EMEA</b>
	<b>Area:</b>	<b>EMEA Business Solutions Group</b>
	<b>Position:</b>	<b>Windows DNA Business Development Manager</b>

#### Summary of all responsibilities

- Delivery of marketing programs for adoption by the European subsidiaries including press and analyst contact; creation and execution of events strategy, including speaking opportunities.

<b>July '96 – June '99</b>	<b>Employer:</b>	<b>Microsoft EMEA</b>
	<b>Area:</b>	<b>EMEA Industry Marketing</b>
	<b>Position:</b>	<b>Retail Banking Industry Manager</b>

#### Summary of all responsibilities

- Responsible for the creation and execution of the marketing program to position Microsoft within the European Financial Services industry (Retail Banking, Insurance), Responsible for knowledge transfer to the European subsidiaries, Recruitment and management of selected European partners.
- Marketing Budget: €1 Million.
- Delivery of marketing programs for adoption by the European subsidiaries.

**Jan '96 – June '96**    **Employer:**    **Microsoft GmbH**  
**Area:**                **Industry Marketing**  
**Position:**           **Financial Services Marketing Manager**

**Summary of all responsibilities**

- Responsible for the creation and execution of the marketing program to position Microsoft within the German financial services industry (Retail Banking, Insurance).
- Recruitment and management of selected German partners.
- Marketing Budget: €0.5 Million
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**April '94 - Nov '95**    **Employer:**    **AT&T Global Solutions (NCR)**  
**Area:**                **Centre of Expertise Finance**  
**Position:**           **Head of Software Development**

**Summary of all responsibilities**

- Responsible for the development, quality assurance and marketing of self service software (Client ATM and statement printer systems, Server/Host connectivity).
- Management of the development, QA and marketing team (6).
- Development Budget: €1 Million.

**April '91 – March '94**    **Employer:**    **Siemens Nixdorf Informationssysteme AG (Nixdorf AG)**  
**Area:**                **Banking Competency Centre**  
**Position:**           **Consultant**

**Summary of all responsibilities**

- Direct consultancy related to self service client and server systems at various German banks (Deutsche Bank, Savings Banks [Sparkassen] , Cooperative Banks [Genossenschafts-Banken]).

**June '89 – March '91**    **Area:**                **Software Development**  
**Position:**           **Group Manager**

**Summary of all responsibilities**

- Responsible for software development and quality assurance in the self service area.
- Team management (8)

**Feb '88 – May '89**        **Area:**                **Software Development**  
**Position:**           **Project Manager**

**Summary of all responsibilities**

- Management of various software projects (included a 1 year project in America)

**April '85 – Jan '88**        **Area:**                **Product Marketing**  
**Position:**           **Product Specialist**

**Summary of all responsibilities**

- Responsible for the marketing of Banking Computer systems.

**Aug '83 – March '85**    **Employer:**        **Cifer Plc**  
**Area:**                **Development**  
**Position:**           **Software Designer**

**Summary of all responsibilities**

- Software development for UNIX, CPM, DOS and LAN systems.
- Assembler, C programming