



ADAM J NAGUS

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<https://cxolab.digimasters.co.uk/>

MY METRICS

£12B

LARGEST
PROGRAMME
BUDGET

16K

PRACTICE SCALE
(FTEs)

\$60M

LARGEST SINGLE
WORKSTREAM
BUDGET

22

YEARS EXPERIENCE

15

INDUSTRIES AS AN
SME

\$100M

OPEX
RESPONSIBILITY

90% TIME IN \$1B+ ENTERPRISES

10+ YEARS AS A SENIOR EXECUTIVE

EXECUTIVE SUMMARY

Adam brings over 22 years of experience in delivering transformation, integration, carveout, and innovation programmes across large enterprises and private equity, with expertise in ERP, CRM, AI, and digital transformation. Adam is an expert in strategy, delivery and programme management and regularly owns the full programme life cycle from business case, procurement through to handing over to support post 'go live'. Adam's experience includes System Integration programmes including ERP, CRM, CDP, Analytics, AI and HR for scale ups to global enterprise. During Adam's career, he has also established and operated large business functions at **SVP and C-Level** combining **COO, CTO and CDO** experience.

Adam's focus on people and **stewardship** has been a real success story in all the teams, organisations and clients he has founded or worked with. With a focus on **ESG** and product development, Adam has clear evidence of the benefits of cultivating a **diverse** organisation.

As a senior executive Adam would fit roles accountable for **Transformation, Data, AI, Digital, Product, Strategy** or running a **professional services** capability. Adam has built an extensive network of people across industry and technology firms with a strong reputation on **strategy**, end to end delivery and **M&A**.

DELIVERY SUMMARY

- Founded and operated a £350M+ Professional Services Capability across all industries.
- Led a £12B NHS Digital Transformation programme focusing on data migration and reporting for the North and East of England, ensuring seamless transition and enhanced reporting capabilities.
- Delivery Lead working with BBC (iPlayer), BT Sport, Skype, Talk Talk, BskyB, Virgin Media (Liberty Global).
- Engagement Lead (CTO) for the Carveout of enfinium energy company from the Macquarie Group
- Digital Transformation Lead for Vodafone UK £200M NewCo programme (CRM, Data, Reporting)
- Ran a cultural change at Skype to transform the way data is consumed at the Executive level.
- Programme Delivery Lead for the integration of AOL Broadband into Talk Talk.
- Programme Delivery Lead for the Ministry of Justice Shared Services ERP Programme.

CUSTOMER & INDUSTRY EXPERIENCE



TOP SKILLS

SKILLS - EXPERTISE

- **Executive Roles:** Chief Data Officer, Chief Digital Officer, Chief Product Officer, Chief Transformation Officer, Chief Innovation Officer and Chief Operating Officer.
- Digital Transformation
- Solution Architecture
- Digital Product (Classic and Gen AI)
- Digital Diligence
- Visual Analytics
- Strategic Workforce Planning
- Digital/Data/Product/M&A Strategy
- Product Designer/Owner
- Change Management

SKILLS - DELIVERY

- All size digital transformation programmes from £1M - £12B
- AI Product Development
- Programme/Project Management including Prince2, Agile, Hybrid Agile
- Enterprise/Solution Architect
- 13+ years of System Integration Experience
- Carving out and setting up new technology stacks
- Delivering full DBT projects
- IT Outsourcing to Clients
- Data Warehouse Architecture
- Agile Delivery SME
- Prompt Engineering Expert

SKILLS - CONSULTING & MANAGEMENT

- Global practice SMD/SVP with 20+ years of professional services delivery
- Founded data and digital delivery orgs
- Experienced sales partner with global accountability
- Launched multimillion \$ products.
- 9 figure revenue targets
- Set up new capabilities for Tier 1 & 2 consultancies.
- Running Sales >\$300m/year practices
- Managing >1000 resources
- Budget management
- AI Strategy Expert on RAG, Fine-tuning, Vector databases and AI enablement.

MY NETWORK/REFERENCES



Alwin Magimay
Accenture/
McKinsey/FTI
Consulting



Mike Howells
Pearson



Andrew McMurtrie
Royal Mail / DLG



Robert Barbour
Accenture /
Travis Perkins

OTHER ACHIEVEMENTS



DataIQ Top 100 data
leaders 2023



Top Data Leader 2022 –
CDO Magazine



Qlik, Tableau Partner
of the year 2013-17



Microsoft Certified



Founder of Digimasters Ltd &
Accenture Digital Visual Analytics



Chairperson and advisor for the
Global CxO Institute



Co-Founder of This Girl Kicks Ltd



SCUBA Instructor

Relevant Professional Experience

Pearson PLC | May 2021 – Current: Global Chief Data Officer

Chief Data Officer (CDO) across all business divisions and central functions including:

- Accountability and development of a new data office capability as well as owning a 1000 person data community to support 38,000 FTE globally.
- A focus on data as a direct revenue driver for the business as part of a transformation from a publishing B2B business to a digital first Direct to Consumer (DTC) company.
- Develop a new professional service offering to enhance the new digital and data products.
- Advisory and upskilling of leaders across all business divisions on the challenges that enterprise organisations face when going through a cultural, technological and product transformation.
- Achieved a cultural change through an innovative data literacy and governance programme.

Skills required for this role: data, analytics, AI SME, professional services, digital products, advisory, transformation, delivery expertise.

Ask Adam about the new transformative product and services he has developed to disrupt the education and learning sector, including how Strategic Workforce Planning (SWP) will be done in Enterprise with a focus on skills to develop a global transformation to an equity-based model for every individual learner and worker.

FTI Consulting LLP | December 2018 – May 2021: Managing Director / founder of The Digital Delivery Practice

Founded [Digital Delivery](#) as part of the acquisition of the Digimasters team into FTI Consulting, including:

- Programme Management and Delivery Excellence (Transformation, Integration, Change, Carveouts, Process Improvement, System Integration etc.)
- Visual Intelligence Capability (Visual Analytics, UI/UX strategy, Business Intelligence)
- Data Engineering Capability
- Solution Architecture Capability
- System Integration Capability (ERP, CRM, RPA, Citizen Development Centre of Excellence)
- Services Centre of Excellence

Achievements included developing key propositions and go-to-market strategies for:

- **System Integration:** created a delivery capability that could take the output from digital diligence and execute the implementation of new digital platforms to modernise and optimise organisations. A case study of the work Adam architected and ran in 2020 is available [here](#).
- Designed and architected a new digital **Strategic Workforce Planning** platform called **T.O.B.I.**
- **Digital Diligence:** a modern approach to support Private Equity companies with their acquisition and enhance strategy for future and current portfolio companies. Find out more [here](#).
- **Low Code/No Code:** created a capability which enables companies to move towards citizen developer excellence in partnership initially with the Microsoft Power Platform. Find out more [here](#).
- **Interim Chief Data Officer for FTSE 100 Enterprise.**

Key Project Delivery examples:

- **Macquarie Infrastructure & Real Assets (MIRA): Programme – 9 workstreams, over one year, budget \$6M+ CTO** Architected and delivered the carveout of Wheelabrator's UK IT assets into a new company to support the sale of Wheelabrator UK, a case study of the work is available [here](#). Adam had two key roles, firstly he was the enterprise architect for the programme, the second role was engagement lead working directly with the CEO and CFO of Wheelabrator UK. This programme was a year long journey with the implementation taking place through a national lockdown due to COVID-19.
- **DAS Insurance:** Engagement Lead for a claims prediction platform to optimise claim handler staffing and support requirements.
- **Money Super Market (MSM):** B2B customer facing analytics platform as a service. Adam's role was to solution a modern analytics platform for all customers of MSM. The platform is a key service MSM runs for all insurance company customers and a revenue source for MSM through a premium tier, for insurance companies who wish to have additional insight on how their products are performing on the insurance aggregator's platform.

Digimasters Ltd | August 2017 – Present: Managing Director, Founder

Founder of a niche digital start-up consultancy focusing on Visual Analytics strategy for large enterprises, as well end-to-end strategy, and delivery of analytics platforms, including on-shore and off-shore methodologies, including:

- **M&A Digital Diligence** – expert in supporting end to end merger and acquisition processes with a focus on digital due diligence, integration and carveouts.
- **Go-to Market Strategy** – Created a full go to market strategy for scale up companies including automations and Generative AI (GenAI).
- **Analytics Advisory** across platforms, tools, people, and processes.
- **Analytics Strategy** including building a capability, implementing self-service and designing target platforms.
- **Visual Analytics** including design, implementation, open-source development, 3D visualisation, and VR/AR.

Accenture | October 2004 – August 2017

Global Visual Intelligence & Analytics Director, Virtual Reality Evangelist and Delivery Lead

Created the global visual intelligence and analytics practice where he led and managed a team of over 1,000 people globally. This practice included Business Intelligence, Visual Analytics and 3D Visualisation (VR/AR), and delivered projects focused on:

- **Digital Transformation Strategy:** Identify opportunities, business cases and delivery programmes for implementing digital platforms (CRM, CDP, ERP, HR, etc) or innovation such as AI, RPA and digital products.
- **Cloud Architecture:** including delivery across Amazon Web Services (AWS), Azure and Google Cloud.
- **Data Visualisation:** delivery of Visual Analytics solutions in QlikView, Qlik Sense, Tableau, D3, HTML5 and Spotfire.
- **Integration:** data transformation using Talend and Alteryx.
- **Advanced Analytics:** delivery of advanced analytics solutions using R, Revolution R and Alteryx.
- **Third Party external data:** working with a range of external data sources including Data Sift, social media, Experian and weather.
- **Practice awards:** including Global & EMEA System Integrator of the Year 2014, 2015, 2016 & 2017 from Qlik, EMEA partner of the year from Tableau 2015, 2016.

Delivery Senior Manager

Delivery of many large programmes, with the most notable listed below:

- **NHS – Programme Delivery for Data and Reporting for £12B NPfIT transformation:** responsible for delivering data migration and reporting for the North and East of England. Project managed multiple high risk Go-Lives for NHS trusts. Largest Digital Transformation in Europe to date.
- **Skype – Account Lead and Enterprise Architect: Budget \$7M:** ran a business change programme to adopt and utilise data to drive decision making. The programme was focused on creating insights and agreeing actions based on Visual Analytics solutions in QlikView and Microsoft BI technologies.
- **Ministry of Justice (MoJ):** Data Migration and Transition Lead for the MoJ Oracle ERP Change Programme.
- **Pfizer – Animal Health BI Programme:** responsible for the delivery of a Core BI solution rolled out across 10 different EU countries. This programme included a complex team structure with design in the US, build in India, stakeholders in the EU and PM in UK.
- **Vodafone UK – Data Migration Programme Lead: Programme budget \$150M+:** responsible for the commercial scoping, estimating and delivery of one of the largest Telco Migration programmes in the UK. Scope included consolidating and migrating from over 20 operational systems to a brand-new stack, which was being built in parallel to the migration delivery. The team was 30+ people including on-shore and off-shore delivery. (Oracle Platform)
- **Vodafone UK – BI Manager and Customer Lead:** responsible for delivering a new BI architecture based on a Customer Centric view of the Vodafone Business. The ETL Platform utilised was Ab Initio and RDBMS was Teradata. The project also included integrating a third-party data enrichment process owned by Experian UK.
- **Vodafone UK:** Delivered the Vodafone Group 360 BI component for Vodafone UK.
- **Vodafone UK:** Led the infrastructure project to move Vodafone UK's Enterprise Data Warehouse (EDW) to Teradata 13.
- **Talk Talk and AOL Integration:** Programme Manager for the AOL Broadband integration into Carphone Warehouse's Talk Talk telco. Focused on delivering the data migration, test and data workstreams.

Education

University of Leeds | 2003 – 2004: MA Communication Studies

University of Leeds | 1999 – 2003: Joint Honours BSc Computer Science with Management Studies and Industry (Obtained III)

Interests and Activities

- Qualified Scuba Diving Instructor and trained in first aid.
- Career Mentor and Digital Start-up Advisor.
- Keen photographer and videographer.
- 3D Printing Professional.
- Podcast Host.
- Professional Public Speaker.