**Ash Wells**

Change Management Consultant

**Personal Statement**

I’m passionate about what I do because it allows companies to evolve: I play a key role in informing and supporting people to the idea that there might be a *better* way to do things. Able to support organisations in communications, technology, people and legislative changes, I’m equipped to encourage, and deliver change programmes from planning to reinforcement phases. With qualifications in APMG change management and psychology, I focus on the human elements of individual, regional and global change.

**Career Highlights**

* **IR35** – I led 2 **blue-chip organisations** through the legislative **transformation** in a compliant manner, supporting the organisations at all levels and effectively delivering communications plans and training to all key stakeholders affected
* **Technology** – I successfully managed a change from a disjointed IT system to a Marketo-Salesforce integrated marketing and sales pipeline creating **£500k of qualified leads** in 3 months
* **Development** – I led an **iterative** sprint plan for a bespoke piece of software, with 3 disparate, multi-lingual teams **across 3 continents**
* **Workforce** – I supported and streamlined the change of a global workforce solutions model to a compliant model via an outsourced HR partner
* **Diversity & Inclusion** – I designed, built and **championed a Diversity & Inclusion strategy** forming 3 Employee Resource Groups, and generating a cultural shift in the company over 6 months.

**Key Skills**

* **IT Literacy** – I’m highly skilled in the use of systems and IT tools to elicit change. This means I’m able to successfully broker relationships between technologically-savvy and laypeople leading to enhanced communication and swifter transformation
* **Communications Excellence** – I’m a natural “people-person” which means I’m a solid listener, and excellent all-round communicator, both remotely and in person. I write articles and deliver training well, and am able to broker relationships between teams and individual contributors
* **Data-Obsessed** – I believe that all key decisions must be made with the appropriate data to back them up. As a result, I am numbers-focussed and as a highly proficient Excel user, I’m able to gather the data to explain decisions effectively. These data are also intrinsically useful when designing communications aids, as with data to back up communications, every member of the organisation has clarity on project rationale – this is a key ingredient of gaining buy in, and support from individual contributors teams, and senior stakeholders

**Qualifications**

* APMG Agile Management Foundation & Practitioner – APMG – 2018
* Psychology BSc. – Oxford Brookes University – 2009 – 2012

**Experience**

**Change Management Consultant, VisiMedia: 2017 – Present**

Working with an array of clients, I’ve personally spearheaded initiatives that have improved performance, saved money, and increased efficiencies. I enjoy taking on new challenges, and believe that it is my ability to think holistically, and beyond the problem at hand which sets me aside from my competitors.

**Forcepoint (Cyber Security) – Oct 2017 – Jan 2018**

I managed the change from an outbound to an inbound sales approach. Bridging the sales and marketing teams, I worked with Salesforce data and Marketo Automation tools to provide the teams with opportunities taken from marketing sources. Working with salespeople to convert cold leads into actionable insights, I provided information and techniques to convert opportunities into sales. Over the 3 month contract, I contributed £500,000 in direct opportunities, and implemented future collaboration programmes for the Sales and Marketing teams.

**Thomas International (Psychometrics) – Jan 2018 – Apr 2018**

Responsible for a national territory, I oversaw the transition from a family-run business to an equity-partner backed business. This represented a change in the way the entire UK function operated, and required a top-down change management programme in every department. I was brought in to supplement the initial phase of changes in the Sales team – including redrawing the boundaries, and establishing the new lines of reporting. I was able to successfully do this saving the company money on new hires, and conglomerating several functions. We also began a Distributed Workforce transformation allowing for further savings.

**Three UK (Mobile) – Apr 2018 – Jul 2018, Nov 2019 – Apr 2020, Nov 2020 – Apr 2021**

Initially I designed and delivered a training programme to 500 users at Three on the value of LinkedIn as a marketing tool. Provided employment guidance to Three employees who were being made redundant and produced workshops on using LinkedIn as a marketing tool, and a personal brand outlet.

I returned to Three to rollout their IR35 programme twice – once in 2020, in which case we prepared to transition 1000 contractors from an outside IR35 B2B relationship to a PAYE relationship, Inside IR35 via Umbrella companies. This was a communications programme requiring the connection of many different stakeholders at every operational level and required an “Open Heart Surgery” technique in which the day-to-day operations had to be maintained 100%, but in which the transition *had to occur* to a very strict deadline, which was then overturned due to Coronavirus.

My 3rd contract with Three was to execute the transition from the year before and transfer the remaining 500 contractors over to PAYE models following some changes to the original plan which were devised over the course of the final half of 2020. All contractors have now been successfully transitioned or replaced within Three UK.

**RedBull Media House (RBMH) (Media) – Jul 2018 – Dec 2019 + Monthly Reporting**

My role was to transfer 30 international content media specialists to a compliant freelancer engagement model. Providing data analytics to advise RBMH on monthly spend throughout their media channel portfolio. The transition required a dual knowledge of the Marketing and People functions in equal measure – this meant I could execute a strong programme of transformation throughout the departments improving their cross-team functionality, and opening communications between both teams.

**MBNL (Telecoms Infrastructure) – Monthly Apr 2018 – Apr 2021**

I devised, and animated training videos for use of the Applicant Tracking system, iResource. Offered an Employee Value Proposition proposal to the Recruitment Manager. Delivered Quarterly Business Analysis on their hiring statistics.

I also developed a diversity and inclusion strategy with the senior HR team. Worked in tandem with group leaders on Marketing Plan, communications activities, procurement, and liaised with independent disability awareness group PurpleSpace. Supported the creation of a business plan to gain internal investment for the best practices being planned by the People department.

I built and rolled out a Statement of Work tool for building contracts and schedules of work for engineers, technology teams, programme managers and senior leadership. Created a Statement of Work Communications Plan for the organisation, presented to Senior Leadership on strategy’s efficacy.

**iResource (Software Development) – Intermittently Apr 2018 – Apr 2021**

Developed an iterative plan of development with the technical team and 2 Business Analysts. Developed the system to accommodate enhanced applicant tracking requirements, and refined the use of the system, to further train client-users in its functions, use and capabilities. Developed user-friendly documentation for the system’s users, and provided a 12-month development strategy for the system.

**Fujitsu (IT) - Nov 2019 – Apr 2020, Nov 2020 – Apr 2021 + Monthly Diversity Consulting**

Change-managed the marketing, HR and recruitment company to be diversity and inclusion focussed, resulting in improved metrics to their hiring diversity statistics, and fostering an inclusive workspace throughout the Fujitsu UK ecosystem, resulting in positive PR, improved generation of ideas and collaboration, and increasing the number of diverse hires

**Audley Travel – Apr 2020 – Dec 2020**

Worked with HR and IT teams on a company-wide restructure, facilitated the data management of the transformation, and worked with Assessment professionals on the database to execute a clearly communicated change management programme, including building the transformation’s company-wide Communications Plan

**NEM (Blockchain) – Apr 2020 – Apr 2021**

Restructured the organisation, and initiated a global hiring strategy from technology specialists to marketing professionals – rolling out a specialist offshore marketing team to reduce costs, and deploying strategic blockchain industry analysis to report back to stakeholders on how to engage talent internationally.

Thank you for your consideration.