

Paul Gadd

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Personal Summary

As a seasoned professional, I excel in leading teams and working autonomously. My strength lies in effectively communicating intricate tech concepts to those less versed, fostering business growth through clear guidance. Self-driven and efficient under pressure, I consistently deliver timely and precise results, always prioritising tasks to adhere to deadlines and standards. With a friendly demeanor, I'm zealous about leadership, personal growth, and harnessing emerging technologies for business advancement.

Skills and Competencies

ICT Technologies

- Developing and delivering several ICT and business training courses, 1 to 1 and group
- ICT Infrastructure design & implementation
- Cloud and Broadband technologies
- Website design, development and usability
- WordPress platform developer and trainer
- Digital Marketing Accredited
- Cyber crimes and security compliance
- Online legal issues (T&C's, Privacy etc)

Business

- Leadership, training, and staff development
- Process and business planning
- Start-up and post-start support
- Financial support (tax, VAT & cash flow etc)
- Sales and marketing reviews and planning
- Database/Customer Relationship Management
- Budget planning and cost-saving
- Disability Discrimination Act (DDA)
- Equality and Diversity

Career History

2016 – 2023 Present Superfast Business Wales - Serco

Digital Business Adviser

As a Digital Business Adviser, I collaborated with a team of eight to offer unbiased technology and business counsel to SMEs. Our primary objective was to guide, support, and empower these enterprises to optimally leverage both existing and emerging technologies, bolstering their business growth and stability. Our consultancy spanned areas like ICT infrastructure, software solutions, e-security, policy formulation, digital marketing strategies, online trading practices, Super Fast Broadband integration, and cloud computing. Beyond advisory roles, I innovatively revamped and conducted several workshops, consistently addressing these pivotal topics.

2014 – 2016 Business Wales – Antur Teifi

eBusiness Advisor

As an eBusiness Advisor for the Welsh Government's eBusiness Programme, I offered objective IT and business guidance to SMEs, aiming to leverage current technologies for business growth. My responsibilities included technology audits, devising diagnostic improvement plans, and managing the design and implementation of new tech solutions. Additionally, I collaborated with SMEs on staff training and process development. I also played a pivotal role in promoting SuperFast broadband, delivering presentations, and advising on alternative solutions in rural regions.

2007 – 2014 Tawemedia Ltd

Business/eBusiness Consultant

I founded this venture to collaborate with Welsh Government on initiatives like business start-up, growth, and eBusiness, primarily assisting entrepreneurs in both business and technology support. I partnered with Software Alliance Wales, crafting and delivering courses for SMEs on diverse subjects, from WordPress and Social Media to SEO and website design. Additionally, as a Contracts and Project Manager for CBSA (Wales) Ltd, I orchestrated various European and Welsh Government initiatives, notably the eBusiness Program and a number of initiatives for NEET young adults. I was commissioned by Visit Wales to conduct a thorough audit of their 4-year ICT Diagnostic initiative, a responsibility I effectively fulfilled over a span of 16 months. This venture also involved a collaborative partnership with WEFO.

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2002 – 2007 Swansea Bay IT Support Centre

eBusiness Adviser

As an ICT/eBusiness Advisor at the Swansea Bay IT Support Centre (City & County of Swansea), I championed the widespread 'Opportunity Wales Program' and previously spearheaded the UK Online for Business initiative. I collaborated intimately with SMEs, providing tailored consultations, actionable guidance, and innovative strategies to amplify their business potential through adept utilisation and deployment of ICT, web applications, and eCommerce solutions.

2000 – 2002 Swansea ITeC

Business Development Manager

As the Business Development Manager at Swansea ITeC, I was instrumental in elevating the company's prominence, championing our training and IT support offerings to both corporate entities and SMEs. My tenure also saw a collaborative effort with the probation service, where I played a pivotal role in architecting and deploying their IT infrastructure across multiple offices throughout Wales. Additionally, I spearheaded the organization and execution of the IT diagnostics initiative, backed by the Welsh Development Agency.

1997-2000 – PMI (Wales) Ltd – ERS Division

General Manager

My role as General Manager involved managing and organising work of a staff of 8, promoting products and services nationally and internationally, purchasing equipment from corporate sources for resale, implementing new processes and procedures to streamline output, controlling the warehouse, its stock and reporting profit and loss and other related business information to the Directors in weekly meetings.

1989 to 1997 – WCA Business System

Proprietor

In 1989, I founded a computer resale and brokerage enterprise, which not only dealt in the sale of computer and telecoms equipment but also offered installation, training, and consultancy services. The concept was conceived in 1986, and I collaborated with West Glamorgan Enterprise Trust for in-depth research before the actual launch. As the business evolved, I honed my leadership skills, managing a dynamic team of six, and delved into various facets of business management, from accounting to customer relations. Furthermore, I collaborated with the Welsh Development Agency on the Youth Initiative Programme, engaging with educational institutions to inspire and educate students about entrepreneurship and the rewards of establishing their own ventures.

Academic

Swansea University (2012) LEAD Wales Leadership Development Course

Swansea University (2012) CIM Level 4 Award in Management and Leadership

@TEB Cymru (2006) Technology Means Business Adviser NVQ 4 Accreditation

CIM eMarketing Award (2006)

Swansea ITeC (1987 to 1988) City and Guilds - Micro Electronics and Software Engineering

Neath College (1986 to 1987) BTEC in Electrical/Electronic Engineering

Other Accreditations / Training / CPD

eCiC Accredited (Cardiff University)

Website design and development – ongoing

Cloud Productivity - ongoing

Search Engine Optimisation – ongoing

Currently completing a CIM Level 6 Diploma in Professional Digital Marketing.

Hobbies and Interests

A certified outdoor instructor and adept in digital marketing, I excel in blending creative content creation with technical SEO skills. My enthusiasm for adventure sports and travel is matched by a commitment to lifelong learning and personal growth. Passionate about writing and photography, I bring a unique perspective to my professional endeavors.