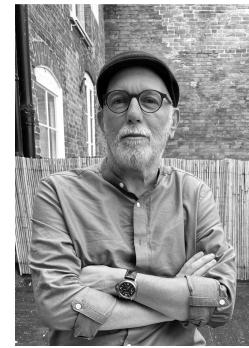# John Hauxwell

Profile

Since early 1990s have been involved in nurturing and running startups. Recently I have taken a far more 'hands on' approach in establishing new business, developing new models, fund raising, innovation, presentation, investment, productisation, development and, final delivery across a multitude of work streams. Recently that has been around data, its use/misuse, governance, security and ethics-especially within the AI/Web 3 (Web4) arena. I am a strong advocate of environmental issues and have worked hard to create awareness and activism especially within the marine environment. I also work within the technology, media and telecommunications environment, which I have done for over 30 years, instigating and launching a number of large scale solutions that have transformed fixed and mobile technologies, payment and digital services for tier one/ national operators, their subsidiaries and startups.

I have a good understanding of business and customer requirements, together with end-to-end knowledge of underlying technologies, makes me a thought leader in today's digital world. My strategic vision, UML tooling and processes, technical skills and market awareness allow me to take a unique perspective regarding business transformation, solution design, and product development, all driving towards a Target Operating Model. I communicate well and facilitate buy in from stakeholders at all levels. I am innovative in my thinking and act as a provider of direction for both strategic and critical decisions. My strong analytical and reporting skills ensure that clients, partners and colleagues are always well informed.

As a champion of digital transformation and service evolution, I have proposed and delivered several programs for "future-proofing" and extending the profitability of new and existing products. I have a wealth of experience in delivering key revenue generating initiatives. My wide scope of expertise, combined with a holistic and open management style, makes me a dynamic and creative leader, as well as a resourceful manager and valued team member.

Areas of Expertise

Data Governance	Data Regulation	Data Monetization	Web 3 and Data Requirements	Target Operating Models
Business Consultancy	Solution Architecture	Service Innovation	Industry Frameworks	Business Maturity
Digital Transformation	Orchestration and Platforms	Marketing and Strategy	Product Lifecycle	System Evolution
Pricing and Analysis	Program Management	Service Methodologies	Thought Leadership	Governance Models
AI and LLM Datamodels	Startup Management	Digital Identity	Data Modelling	Incubator Development

Qualifications

PhD in Metaphysics and Ethics from ULC (Hon), 2024

Personal Information and Public Awards

I received A Royal Television Society Award and BAFTA for Multimedia Design with Compact Books Limited in 1992
PSI (Public Sector Innovation) Award for my video and multimedia work with the BBC and Sculpture Interactive in 1996.
I recently completed a Masters track in Marine Environmental Management through the OUNL and am working towards an MSc focusing on marine pollution.
I have lived, worked and travelled extensively in Europe, Middle East, Central and Southern America, Africa and the Far East.
I am a certified PADI and SDI/TDI SCUBA instructor and an avid technical diver (PADI TEC trimix diver) with dives ranging to a depth of down to120m.
I am an Emergency First Responder (with care for children) Trainer
I structured a full target operational program (TOM) for PADI, dive centres and businesses called DiveReady
I hold a British Amateur Radio License and actively communicate around the world and with space vehicles and satellites using voice, morse and advanced digital modes such as FT8, Packet technologies and SSTV/DV/DTV.
I am a keen amateur musician, I compose and play most things with keys and strings.
I hold a British Passport and have a clean UK driving license.
I am currently writing a book about the history of the dot com explosion and its legacy in the business attitudes, work and financial models of today and another, not so much fun, about data, its Use, Frameworks, Management and Ethics.

Business Awards

2018	DGM Data Models to Service Evolution- Huawei Global Tools and Frameworks – Overall Winner
2017	CNQ Program – Recognised as "Global Expert" within Huawei for Digital Transformation and Service Evolution
2017	Magellan (Transformation Framework) - Huawei Global Tools and Frameworks – Overall Winner
2016	Digital Transformation Program - Huawei Global Consulting Methodologies – Global Winner
2016	How to Transform in 60 Days - Huawei Innovation Award– Regional Winner (EMEA)
2015	Certificate of Commendation – Huawei Future Star – Global Winner
2015	Huawei Engagement Framework - Huawei Global Consulting Methodologies – Global Winner
2014	CNQ Program – Designated as "Outstanding Candidate" within Huawei
2014	The Huawei Strategy Index - Huawei Business Consulting Methodologies – Global Winner
2013	Customer Engagement – Huawei Consulting Excellence Award –- Global Winner

A Note on Tools and Frameworks

3PM is a process developed by the Creative Principle (by me) that ensures prioritisation and delivery of solutions, tasks and programs within any organisation. 3PM provides a concise framework (UML driven) that guides organisations through the difficult tasks associated with change, be that new program launches or a shift in strategic direction. 3PM aligns to PLM/CLM best practice as well as fitting to standard frameworks such as CMMI and the TMForum around Data Governance and other Frameworks. 3PM is a Digital Transformation tool. 3PM remains my sole copyright. All rights reserved.

GoPES is an complete interactive data standards process and framework (designed by me) ensuring data governance, ethics, privacy, and security, meeting with local and global data initiatives and standards such as GDPR, the UK data ethics framework and the latest UK and European data standards (eg the DMA) and AI ethics frameworks. GoPES helps drive data driven digital transformation. GoPES remains my sole copyright. All rights reserved.

Current Roles / Clients / Assignments

Founder, Aldentity, UK – March 2024 -Present
Core Business: Data , Trust and Identity Management - Data and AI Consultancy
Today, data is everywhere, in just about everything we do. It's an undervalued, and usually a poorly governed, untrusted business asset. At Aldentity we know that data is essential to make the best decisions within an organisation. We bring trust, confidence, availability, and consent to your data world, using internal data markets and query structures, with strong data management processes, that all enable the hidden value of your data assets. The desire to adopt AI at scale has led to enterprises wondering how they govern their data. Traditional centralised methods lack scale and hamper innovation. A federated approach gives teams autonomy and increases agility without sacrificing control. We help enterprises gain data confidence by integrating and adopting federated and computational approaches to data governance, privacy, data ethics and security.
Key areas of focus – Federated AI, Data Driven Digital Transformation, Wallets, Identity, Data frameworks and regulations, GOPES and UML (3PM) tooling. Data use, misuse and management, Data Marketplaces (internal and external), Data Governance and legislation, LLMs. Mesh and Fabrics, Data Models and Rule Engines. Monitoring and Dashboards. Data Product Management, development and delivery.

Co-Founder, BIYA, Egypt – September 2019 -Present
Core Business: Environmental Startup (CIC) - Consultancy
The BIYA environmental science program is a citizen science based organisation with interest focused on preservation and conservation of the unique marine environment of the Gulf of Aqaba. We offer a number of foundation courses, outreach and special projects providing education, engagement and employment to the local and transient community based in the town of Dahab, Egypt. Currently leading the Hope Spot campaign for the Gulf of Aqaba with Mission Blue and the CWDS, Egypt and their affiliated government organisations such as the Ministry of Environment and the Ministry of Tourism, using Red Sea Tribe Diving Centre facilities in Dahab, Egypt
Key areas of focus – Education and outreach, marine governance and legislation, marine pollution, and environmental protection. SCUBA diving and training. Startup

Founder, Geodive, Egypt October Jan 2016 – Present
Core Business: Training and Environmental Startup - Training
Geodive is a PADI based diving business, teaching students to dive and eventually helping in the career development of fellow instructors whilst working alongside UCL (and other affiliated colleges) and the Royal Geological Society defining study programs for RGS admission. Geodive has developed a complete operations model - DiveReady™ - for SME diving schools and operators. I am a registered PADI Professional Instructor (PADI #396228), a SDI Professional Instructor (SDI #29039) and a PADI Trimix Diver #809UM52560 as well as an EFR (Emergency First Response w/care for Children) Instructor.

Country Manager, International Institute of Marketing Professionals (IIMP™), UK, May 2011– Present
Core Business: Media - Accredited Body – Marketing - Voluntary
Key areas of focus – Support brand management team in creating awareness establishing IIMP™ brands in the region. Provide assistance in setting up educational activities and in identifying institutions for partnerships and accreditation.

Previous Roles / Clients / Assignments / Partners

Founder and Director of Product, The Creative Principle, UK March 1997 – March 2014
Core Business: Incubation of Technology, Environmental and Sustainable Businesses - Startup Consultancy.
Key areas of focus – Tools development GoPES 3PM and UML. Start-up development and incubation, product innovation. Segmentation development (LoHAS) and marketing programs. Business models and the circular economy, 3PM™ management tools product management and LEAN business methodologies. Agile, Scrum, KaBaN PRINCE II and other traditional management techniques. Mentoring Clients include IWUK Advanced Incubator in London, Generate Ventures North LLP, First (NE) MusicCapital LLP, The Alchemist Hub, First Fixation, ISF and ReNu Group as well as the clients and partners listed below.

Co-Founder and Chief Data Officer, Lodestone Insights, London, August 2022 -Jan 2024
Core Business: Startup. Using AI, ML, and LLM to examine human interactions attitudes and personalities.
We simplify profitable growth and transformation by blending deep human-centric expertise with new technologies like natural language processing. We liberate leadership and business potential through the power of AI, revealing the hidden human forces that have an outsized impact on leaders and teams. GoPES 3PM and UML.
Key areas of focus – Product management, Architecture, AI and LLMs, Data management and ethics, identity management, consensual data structures, data monetisation, data governance, privacy, ethics and security, Data Mesh, Data Lakes,Data regulation, DAOs, W3 technology, matching engines, training development and rules engines.

Co-Founder and Chief Architect, Pool, London, Jan 2021 -May 2022
Core Business: Startup. Data Monetisation- Data Governance, Technology Web3 and Cryptocurrency.
POOL enables consent-based (zero party) data products over a n-sided federated marketplace platform infrastructure, integrating the latest solutions in distributed query, data storage and identity management. Through partnership we are shaping EU and US policy and setting the stage for the post cookie world. Simply put, Pool's purpose is to redistribute power, value, and control in the data economy. Our wallet solution brings together data, payments (including crypto) KYC and Digital Identity. GoPES 3PM and UML
Key areas of focus – Platform and solution architecture,Product and solution management, Data Architectures, Lakes, mesh etc, event driven messaging, micro-services and product set including applications and payment rails, identity management, consensual data structures, data monetisation, data governance, privacy, ethics and security, Data regulation, W3 technology, block chain, smart contracts, distributed data storage and distributed search.

Head of Transformation Advisory, BolgiaTen, London, Dec 2018 – June 2022
Core Business: Telecommunications - Consultancy.
Implementation of the TMForum Methodologies and Frameworks around Data and Digital Transformation, Maturity, Data Governance, AI Vision, 2030 and Smart Cities for Tier1 telcos. . GoPES 3PM and UML
Key areas of focus – Business and Digital Transformation Consultancy, Data solutions, Data Standards and best practice, TMForum framework implementation, AI, 5G, Smart Cities, Service and Data Maturity Frameworks.

Director of Operations, (Interim), Dahab Cats, Egypt, October 2019 -Jan 2022*
Core Business: Animal welfare charity (CIC) Startup – Setup and development.
Non-profit CIC working in the town of Dahab, Egypt. Organise and manage neutering programmes, provide outreach treatment for sick or injured cats, fostering and adoption. Fundraising program, volunteer program, TNR events and program. 5F implementation and best practice.
Key areas of focus – Education and outreach, animal welfare.

Consultant, Tactix Consulting, London, August 2018- Dec 2018*
Core Business: Business Consulting.
Thought leadership for 5G Evolution in cooperation with EADS (integrating LEO/MEO satellite businesses into the 5G technosphere). Data Integration and management. Data Architectures. Development of circular business ecosystem and model for social innovation in MENA. Incubator Development.
Key areas of focus – Broadband, 4G and 5G Network and Satellite Integration, Service Evolution, Social Business Models- circular / blue economy.

Previous Roles / Clients / Assignments cont.

Practice Lead, Huawei Consulting, Huawei, UK June 2015 – June 2018
Core Business: Telecommunications - Supplier.
Management of the Digital Evolution, Services and Transformation Practice within the Huawei Consulting community, defining and directing the future of the telecommunication industry. Team leadership across multiple practices and with third parties (Deloitte, Harvard etc). Adoption of frameworks and setting best practice for Tier one service providers in the TMT space
Key Areas of focus - Digital transformation, Service evolution, Product design, Vision 2030, Frameworks and best practice, Mentoring and development programs.

Director, Strategic Engagement, Global Business and Network Consulting, Huawei, UK Jan 2015 – June 2017
Core Business: Telecommunications - Supplier.
Leading engagement across all Global Consulting practices - changing how Huawei interacts around the world through the Huawei Engagement Framework. Formation of Digital Transformation Practice within the Huawei Consulting community
Key areas of focus – MENA (business development) Digital Transformation Vision 2020 and Smart Cities. Team leadership across multiple business units (MBB, FBB, Video), Mentoring and development. Strategic product management and delivery of initiatives including Digital Transformation, IoT, M2M, SDN and NFV.

Head of LTE Practice, Global Business Consulting, Huawei, UK March 2014 – Jan 2015
Core Business: Telecommunications - Supplier.
Key areas of focus – Leading the LTE practice, engaging at board level with telecoms companies and strategic partners worldwide, Video and Ultra Broadband, Vision 2020, and Smart Cities. Mentoring and development. Developing new consultative methodologies, including the Huawei Strategy Index and Huawei Engagement Framework.

Principal Consultant, Global Business Consulting, Huawei, UK Jan 2013 –March 2014
Core Business: Telecommunications - Supplier.
Key areas of focus – Engaged at board level with telecoms companies' worldwide. Defining strategy and products for success in fixed / wireless communication.

Senior Product Manager, eircom (eir), Ireland, Jan 2012 – Oct 2012*
Core Business: Telecommunications – Mobile Network Operator.
Key areas of focus – Launch of new Mobile operator brand (MNO) and associated products for government, enterprise, corporate and SME customers, Product Design, Technical Architecture, Program Management, testing Regimes, phased deployment mapping etc.

Head of Marketing (Interim), Digicel, Pacific, Jan 2011 – Sept 2011*
Core Business: Telecommunications – Mobile Network Operator.
Key areas of focus – 3PM™ product management and launch of 3G service and value added services including video, music and mobile wallets.
Management of all above and below the line activity. Team management and individual mentoring / coaching.

Head of Product, PSE, Europe, Sept 2010 - Jan 2011*
Core Business: Telecommunications - Mobile Finance.
Key areas of focus – Mobile banking and payment solutions. "Changing the nature of banking in the developing world". 3PM™ based due diligence of product deliverables, MVNE and MVNO strategy and integration. Technical architecture, Product design and implementation.

Facilitator, Metamorphosis, Europe, March 2010 - Aug 2010 (and ad hoc as required)*
Core Business: Technology - Consultancy.
Key Areas of focus- Co-Author of EU wide broadband white paper on "The future of mobile and fixed line broadband within the EU". Part of the wider study "Open broadband for all - consumer segregation and disempowerment".

Head of Product, Video Solutions, Bwin, Vienna, Nov 2007 – March 2010*
Core Business: Media and Technology - Gaming Portal.
Key Areas focus:-3PM™ , Architecture/system design, end to end product management and deployment model for branded video portal. Change management and reporting - KPI monitoring, dashboards, project reporting and PMO.

Interim Director, Accenture, London, Sept 2006 - 2007*
Core Business: Technology - Consultancy.
Key areas of focus – Developing and executing the business strategy for new business wins/growth, directing the strategic focus toward protecting and growing opportunities with existing clients in the telecoms media and technology (TMT) practice and Transformational programs.

Head of Pricing (Interim), Vodafone, Maastricht, Feb 2006 - Sept 2006*
Core Business: Telecommunications – Mobile Network Operator.
Key areas of focus – New pricing models and consumer strategy. Development of innovative marketing models, pricing and messages for the whole of Vodafone NL including media for online stores, shops and self-service portal, Voice SMS and Data and Device pricing models,

Senior Product Manager, Sony, Salzburg, May 2005 - Jan 2006*
Core Business: Media – Streaming and Download Platforms.
Key areas of focus – 3PM™ program management of media platform including ingestion, monetisation, rights management and delivery. e-retail platform development and strategy.

Senior Product Manager, Swisscom, Bern, Jan 2005 - April 2005*
Core Business: Telecommunications – Mobile Network Operator
Key areas of focus – 3PM™ product and program management for a media portal which included streaming, IPTV and Rights management.

Marketing and Business Development Officer, Siemens, Munich, April 2004 - Jan 2005*
Core Business: Technology - Systems Integrator.
Key areas of focus – Go to market and product strategy for next generation messaging and media delivery solutions.

Senior Product Manager, Sendo, Birmingham, February 2003 – March 2004*
Core Business: Telecommunications - Device Manufacturer.
Key areas of focus – Product and strategic marketing and the go to market strategy for launch of a new Symbian S60 based smartphone.

Head of Customer Strategy, Vodafone Global, Düsseldorf, August 2001- December 2002*
Core Business: Telecommunications – Mobile Network Operator.
Key areas of focus – Strategic customer propositions and market analysis for all new products and services for Vodafone Live..

Head of User Experience, Unit.net, Zurich, 2001*
Core Business: Technology -ASP - Streaming Media Solutions.
Key areas of focus – 3PM™ program and project management for all UI and UE related applications for client portal and back office solutions.

Previous Roles / Clients / Assignments cont.

Head of Product, IBC (Game.TV), Liechtenstein, 2000-2001*
Core Business: Media and Technology - iTV and Mobile / Web Portal.
Key areas of focus – Architecture, design and delivery of iTV and IPTV solutions - (web portal in conjunction with mobile delivery platform). Charging and Syndication to broadcasters and content aggregators.

VP Product Innovation, Musiclegal.com, London, 1999 - 2000*
Core Business: Media and Technology - ASP and Streaming Services Provider.
Key areas of focus – Technical architecture and product/solutions for Rights managed B2B configurable music streaming platform. Startup

Lead Consultant, Metamorphosis, London, 1999*
Core Business: Technology - Consultancy.
Key areas of focus – Digital rights management, CMS, charging strategy and CRM for content delivery platforms.

Consultant, Delphi Automotive, Germany, 1998-1999*
Core Business: Media and Technology - Automotive.
Key areas of focus – 3PM™ design and delivery of in car multimedia product/solution for VW Millennium concept vehicle for the Millennium Geneva Motor Show.

Producer, Online Magic, London, 1998*
Core Business: Media - Advertising.
Key areas of focus – Lead direction design and content of projects for high profile clients including BT, BA, The Ministry of Sound, and Virgin.

Lead Audio and Video Consultant, ALT, Newcastle, 1997 - 1998*
Core Business: Media- Training.
Key areas of focus – Designed, developed, produced and marketed "Making Achievement Possible", a suite of interactive (Multimedia) management training tools for remote MBA development. Startup.

Co-Founder, AM Productions and Compact Books Limited, Newcastle, 1990 - 1997
Core Business: MultiMedia - Production.
Key areas of focus – Advanced digital reprographics, multimedia, pioneering CD ROM development, QTVR development and implementation, DRM, Digital Video / audio and digital asset management in partnership with industry leaders such as Apple (especially Hypercard), Kodak, Phillips, Macromind/Macromedia, Steinberg/CuBase, Aldus, Adobe and Avid as well as leading edge hardware including Kodak (Prophecy), Purrup (part of Lego), Sun, Silicon Graphics, Atto Express and other video capture solutions from Thunder and Pinnacle solutions. Startup.

Note * Indicates an interim consulting role under the auspices of The Creative Principle

Memberships

I am accredited MBCS, since 2024 and a member of the DMSG
I am a professional member of the Responsible AI Institute.
I am a registered professional with the ICO and the interim CDSO for a number of pre and post capitalisation companies/startups.

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Partners