

Adrian Burholt

Summary

Adrian Burholt is an experienced senior telecommunications and product innovation professional. He has worked across all facets of industry from enterprise, consumer, manufacturing, distribution, service marketing, strategy, technology, concept testing, research, handsets, fixed and mobile, international and national.

He successfully launched the award winning Vodafone Simply consumer proposition across 9 countries simultaneously. He led this activity from concept through to in-market execution.

Key Skills

- Product and Service Marketing
- Innovation Management
- Operational Management (inc budgets, process, people & governance)
- Customer Proposition Development
- Business Strategy Development
- Customer and Market Research
- Change Management
- Mobile Industry Expert

Career History

The Key Revolution Ltd (Oct 2006 to date)

Function: Chief Executive Officer

The Key Revolution (TKR) is a start up business which develops and launches products for large organisations. TKR is currently working on delivering a new easy to use, authentication and security device for on-line transactions and important business or personal data. The product is based on Vodafone Intellectual Property (IP) and is planned to be launched October 2007.

Vodafone Group (1998-Oct 2006)

1. Function: Head of Managed Services & Software (Global Business: August 2005 to date)

Achievements: Responsible for the development of Vodafone's Software strategy including joint product delivery with Microsoft, the delivery of 4 new Managed Service product developments with contract values in excess of €30M and identified 3 new business opportunities covering new devices and a security offering with a €2.5Bn market opportunity.

2. Function: Head of Easy Voice (Simply) (Global Consumer: Feb 2004 to August 2005)

Achievements: Delivered a complete customer proposition, Vodafone Simply, simultaneously across 9 Vodafone and Partner Market OpCos which was the winner of the Marketing Society award for 2006. Carried out the single largest piece of customer research in Vodafone's history and created 8 patentable features as part of Easy Phone.

3. Function: Head of live! and Strategic Proposition Management (UK: 2001 to Feb 2004)

Achievements: Live! proposition definition, delivery and product revenue (one of the UK co-founders). Set up Vodafone UK's first Strategic Marketing function with a 2 to 10 year view and the Proposition Validation Programme to test new Customer Propositions. Successfully ran the Next Generation Customer Propositions project which determined an approach to Strategic Marketing that delivered a vision of how Vodafone will serve its customers in 2009, a realistic definition of the key segments, a detailed definition of the proposition road maps and revenue streams and a transformation plan to allow the business to operate as a customer-centric enterprise

4. Function: Senior Product Manager, 3G (UK: 2000-2001)

Achievements: Responsibility for the commercial success of Vodafone UK's 3G business.

5. Function: Product Manager SMS, (UK: 1998-2000)

Achievements: SMS traffic growth from 250,000 messages per month to 100 Million messages per month (growth of SMS from 8% to 25% per month)

Mercury Communications Ltd (1994-1998)

1. Function: Manager, Mobile Services (1996 to 1998)

Achievements: Management of the mobile activity through Mercury's corporate & residential channels by positioning & delivering cellular as an access method to MCL's fixed voice and data services (FMI).

2. Function: Product Manager - Handsets and Networks (1994- 1996)

Achievements: Responsibility for the product management and purchasing of all Mercury Communication's mobile phones and the commercial relationship with Vodafone, Cellnet and One2One.

Ascom European Cellular Division, Brussels (1991-1994)

Function: Product Manager

Achievements: Pan-European product management responsibility for all of Ascom group's cellular business. Development and launch of Europe's most highly rated GSM phone. (Funkschau, June '93).

NEC (UK) Ltd (1989-1991)

Function: Senior Projects Executive

Achievements: Definition of GSM & PCN terminals leading to a £80M contract for PCN hand-sets.

Racal Radar Defence Systems (1987-1989)

Function: Graduate trainee in the marketing department

Achievements: Major RFQ & contract management leading to a contract with the UK Government.

Education

- B.Sc.(Hons) Electronic Engineering.
- Diploma in Management Studies
- Diploma in Marketing