

CURRICULUM VITAE: IAIN MASSEY

CONTACT

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PROFILE

Iain Massey is a senior general manager with postgraduate qualifications and extensive experience in both business management and IT.

He brings to bear excellent professional and interpersonal skills, a strong creative focus on delivering results, and wide-ranging knowledge and expertise. He publishes regularly, has taught at undergraduate and postgraduate level, and is a sought-after speaker.

Iain is regularly entrusted with leadership of key business initiatives, and has developed enduring positive relationships with clients, colleagues and business associates.

He is an Associate Fellow of the Australian Institute of Management and a member of the Australian Institute of Company Directors.

**2007-
present** **HARLEY SURVEY GROUP**
Business Manager

Iain has executive responsibility for the smooth running of all Harley's general business streams: financial, HR, HSEQ, business development, innovation and so on.

He also contributes, with the CEO and Board, to the development and implementation of business strategy.

**1998-
2007** **IAIN MASSEY & ASSOCIATES**
Principal Consultant

The mission of IM&A was to help clients maximise the business payoff of information processes and systems.

Projects included:

- Developed and helped communicate business cases
- Project feasibility studies
- Project design, definition and scoping
- Project portfolio management and reporting
- Analysis and review of project budgets
- Operational philosophy and transition plans
- Strategic information management reviews
- Information system & technology strategies
- Information systems gap analysis
- GIS (geographic information system) strategy development and implementation
- Leadership of document/records management and intranet information delivery projects
- Evaluation and implementation of ERP (enterprise software)
- Review & optimisation of business processes
- Review & optimisation of modelling & forecasting
- Intranet and knowledge management strategies
- Product technical and market assessment
- Methodology recommendations and customising
- Technical due diligence

**1997-
1998** **ALPHAWEST PTY LTD - PERTH**
Delivery Manager, Software Consulting

AlphaWest is a leading WA supplier of IT services and solutions. The then software consulting division employed approximately 30 people. Iain's primary task was to ensure the delivery of service to the satisfaction of clients and AlphaWest alike.

**1995-
1997** **DMR CONSULTING - PERTH AND DARWIN**
Consultant and Project Manager

DMR was a leading international provider of professional services in IT. Iain worked for a time seconded to the Darwin office, and was otherwise based in Perth. DMR awarded him its "ABC" (Above and Beyond the Call) award for his contribution to the Darwin practice group.

Iain was instrumental in DMR winning its first business in Singapore. His primary role in Darwin was to "parachute in" to projects that were in trouble and manage them to a successful conclusion. His work in this role was publicly praised by clients. He also assisted DMR corporate and government clients with:

- Standards and strategies for information management
- Project design and costing
- Project office implementation
- Software requirements definition and scoping
- Software platform evaluation.

**1990-
1995** **J-CORP PTY LTD - PERTH**
Information Services Manager

J-Corp was one of the largest home builders in Western Australia. Iain managed development of the innovative infrastructure and systems, which were vital to competitive success in a challenging industry. Reporting to the Managing Director, Iain also:

- took leading roles in management workgroups dealing with organisational change and quality of service
- initiated and facilitated a network of volunteers in improving their own and their colleagues' proficiency in computer use
- advised business unit managers on the most effective application of the company's IT facilities to their situation.

1989-1990 **STRATEGIX PTY LTD - PERTH**
Senior Consultant and Director

In this business development role, Iain consulted to a variety of clients on systems integration, database design, information systems development and CD-ROM publication.

1986-1989 **QEII MEDICAL CENTRE - PERTH**
Computer Systems Manager, Epidemiology Research Unit

Led by senior scientists of international standing, the Unit's work contributed to knowledge of disease risk factors. Iain's major achievements included:

- led teams in software development and migration
- established strategic IT plans and standards for data management
- chaired the IT Planning and Steering Committee for a new research institute
- chaired the University of WA Computer Users' Committee
- negotiated industry sponsorship for the Geraldton skin cancer surveys.

He contributed to a number of projects which have resulted in widely-cited scientific publications.

1983-1986 **WA REGIONAL COMPUTING CENTRE**
Analyst Programmer

The Centre provided clients with mainframe computing, facilities management, software development and a large range of other services.

Iain assisted with world-leading research in the application of IT to scholarship in the humanities. He delivered a conference paper on this work (see below). Two other major research publications also depended on Iain's work.

Iain's other achievements included:

- definition, planning, and implementation of software and documentation
- planned and conducted public seminars and the University of WA open day (this work was praised by the University Senate)
- managed the University microcomputer support centre.

EDUCATION

- 1995-98:** Graduate Diploma in Management, University of WA. Credit or distinction in all units.
- 1982-85:** Graduate Diploma in Computing (with Distinction), Curtin University.
- 1979-81:** Graduate Research in Ancient Greek dialectics, Oxford University.
- 1974-78:** Bachelor of Arts (Honours, 1st Class), University of WA.

PRESENTATIONS & PUBLICATIONS

- 2006:** Invited presentation: "Selling the Business Case to Senior Management", BICSI WA Branch (BICSI is the professional association of information transport system providers).
- Invited presentation: "Asset or Boat Anchor? The ROI Question", Electronic Document & Records Management conference, WA.
- Invited presentation: "Selling the Business Case to Senior Management", Australian Computer Society WA Branch.
- 2005:** Conference paper: "Selling the Business Case to Senior Management", ICT WA 2005 Conference. Copy available at: www.ianmassey.com.
- Seminar: "Creativity – It's All About Business", with the Creative Fremantle Group and the Glastonbury Company.
- 2005:** Conference paper: "Selling the Business Case to Senior Management", ICT WA 2005 Conference. Copy available at: www.ianmassey.com.
- Breakfast seminar on "Creativity – It's All About Business", with the Creative Fremantle Group and the Glastonbury Company.
- 2004:** Workshops on "Healthy Personal Computing" on behalf of Deskside Pty Ltd.
- 2003:** Keynote address, launch of Centre of Specialisation, Challenger TAFE.
- Keynote address, conference for TAFE curriculum planners: "Status, Changes and Challenges of the IT Industry in WA".
- Presentation: "Selling the ROI Proposition" for mining industry IT managers (with Maxwell Geoservices).
- 2002-6:** Invited presentation: "Classics and the 21st Century Workplace", University of WA.
- 2002:** Conference paper: "WA Homebuilding: The Third Revolution", Curtin University Innovation Conference.
- Workshop: "B2B e-Commerce & Extranets" (with IBC Pty Ltd).

- 2001:** Seminar: "Business Concept Innovation" for members of the Fremantle Chamber of Commerce.
- 1997:** Invited paper: Oracle WA conference: "The Project from Hell". Copy available at: www.ianmassey.com.
- 1995:** Paper, Oracle Asia-Pacific conference: "Data Integrity with the Oracle Database System".
- 1991:** Book review: *Prolog Programming* in the *Australian Computer Journal*. Copy available at: www.ianmassey.com.
- 1989:** Contributor to the Numerical Index of the *Corpus Inscriptionum Latinarum* vol. VI.
- 1985:** Conference paper, Australian Humanities Institute, on computer-based textual research methods in the Humanities.
- 1983:** Several articles in the business press on the then-new fourth-generation programming languages.

Iain has taught at Curtin University and the University of Western Australia.

Copies of his monthly **Ideasletter** are available at www.ianmassey.com.

DIRECTORSHIPS & AFFILIATIONS

Director, Deskside Pty Ltd.

Member, Australian Institute of Company Directors.

Associate Fellow, Australian Institute of Management.

Member and former committee member, Graduate Management Association of WA.

Past Board member and Vice-President, Fremantle Chamber of Commerce.

Founding member and former committee member, *Adeste Humaniores*.

Member, The Western Australian Club.

Member, The University Club of Western Australia.

Member, Royal Aero Club of Western Australia.