

Ian Hughes

e: epredator@btinternet.com

Personal Profile:

A leading expert with a proven track record in virtual worlds and web 2.0 as a Metaverse Evangelist.

Globally known as a thought leader, personality and business user in virtual worlds such as Second Life, with a track record of bringing about social and technical change across a corporation and to its clients.

An innovator with a blend of deep technical, marketing, visual design, press and leadership skills.

Known as epredator online, with a strong reputation across many platforms as a contributor in the web 2.0 world, bringing long term experience of integrating emerging technologies into business and life.

I have a strong wish to bring about technological and social change to benefit everyone, releasing others innovative and creative abilities for mutual benefit.

Public blogger and co-founder of well recognised blog <http://www.eightbar.com>

<http://www.linkedin.com/in/epredator> Public CV and recommendations

Significant press and representation activity documented online.

<http://del.icio.us/epredator/epredator>

Key Skills:

- Strong technical background
- Thought Leadership/Futurist
- Flowing pattern approach
- Invention and Innovation
- Mentoring by example
- Metaverse Evangelism
- Media and presentation
- Finding flexible solutions
- Social approach to technology
- Project Leadership

Key Achievements:

- Drove and led IBM into virtual worlds as a business from my initial ideas to a corporate mission.
- Delivered numerous high value first of kind web applications during the early formation of e-business and its subsequent growth.
- Large patent portfolio including navigation system, time and e-motion and virtual worlds approaches to marketing.
- Delivered significant results to one of the world largest sports events websites (wimbledon.org) over the past 10 years.
- Extensive media coverage as a Metaverse Evangelist and as epredator

Employment History

April 2006 - Current

IBM

Metaverse Evangelist

Key Responsibilities and achievements:

- As a Metaverse Evangelist leading the way through gaining experience and providing thought leadership to ensure that the social and technical implications of places like Second Life are considered.
- Key public spokesperson for all virtual world activity and thought leader.
- IBM membership and usage of Second Life went from from 10's to 5,000 in 18 months.
- This has been through my evangelising, demonstrations, considering the future, writing on blogs internal and external and general being enthusiastic and knowledgeable.
- The game based technology of Second Life and the Metaverse often detracts from the serious message and direction that can be taken and requires care and consideration in its presentation
- I moved IBM into a position of being able to operate in virtual worlds as a business.
- Design authority for an internal virtual world development.
- Significant press and media work and an increase in the share price due to virtual world announcements.

August 1990 - Current

IBM

Consulting IT Specialist

Key Responsibilities and Highlights:

- Emerging Technology specialist 2002-2006
Creating first of a kind solutions in web and pervasive solutions. Extensive customer facing activity. Including Digital Audio Broadcast for data, Business Process Management dashboards, Next generation portals, early web2.0 evangelizing, data visualisation.
- Technical Continuity Director 2000-2002
Leading and directing a team of 50 new media developers delivering leading edge e-business applications in IBM's UK innovation centres blending with the visual design community to produce high quality results. Working with over 200 prime IBM customers. Including projects such as Wimbledon.org, Vauxhall.co.uk, BAA.com and FT.com.
Wimbledon initially saw me deliver extensive redevelopment of content management systems in a high volume system which later changed to a more customer facing role over the years representing IBM to high value corporate clients.
Vauxhall had many first of a kind projects including very early deep personalisation and e-commerce with a specific car brand developed by the customer because of the success of this.

BAA development centred around leading a small team to create a rich web content management system with integration of real-time data. FT.com I led a team of 10 IBM technical developers as we successfully blended with an equal size team from FT.com to lead and redesign FT.com from a free to subscription based website.

- Certified as Consulting I/T Specialist 2001
 - Technical Design Authority for e-business Services 1998-2000
- Providing technical direction and cross project consulting across many leading edge innovative e-business and e-commerce projects

- Accredited as Senior I/T Specialist 1998
 - New Media Developer - Interactive Media 1996-1998
- Early adoption of web technologies, specialising in content management engines for customer projects as the web grew

- Client Server Developer/Team Leader - 1993 - 1996
- Early adoption of technology and programming patterns as client server developed into a pattern. Including large workflow project for utility company. Including solving a complex recursive evaluation system for compiling graphically created workflows.

- PLI/DB2 programmer 1990-1993
- Applying programming skills to a quality controlled software development environment and learning the craft on internal stock systems. I also introduced the concept of unit testing to an environment still based on large batch compile and run approaches.

Underlying skills in C, C++, Java, PHP, Lotuscript, Web technology, Photoshop, 3d rendering systems, LSL

Education and Further Information

<u>Qualifications:</u>	BSC 2.1 Information Technology 1990 Leicester Polytechnic/De Montfort University
<u>Professional Memberships:</u>	British Computer Society - CITP Signatory for IBM memberships to BCS
<u>Date of Birth:</u>	31 st August 1967
<u>Nationality:</u>	British
<u>Marital Status:</u>	Married
<u>Driving Licence:</u>	Full UK
<u>Hobbies and Interests:</u>	Gamer, epredator on Xbox Live Blogger and video/photographer online Cooking Motor Racing http://www.epredator.com http://www.eightbar.com

