Ian Hughes

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

Feb 2009 - Onwards   Feeding Edge Ltd Director, Metaverse Evangelist

Key Responsibilities and achievements:
Founded Feeding Edge as a consulting company

Founded with my experience as a metaverse evangelist, tribal leader and public speaker and developer with over 18 years experience in a single large corporation. Half of that time has been spent on leading edge, initially scary, technology and solutions in customer facing engagements

I have led the way for enterprises to explore virtual worlds and new communication technologies in a way that made sense. Passionately evangelizing and gathering support speaking to over 40,000 people in 2 years, not including tv, books and blogging.

The technology we are faced with today is not just about version numbers, specifications and function points, it is about integrating with people and with real lives.

There is a radical change occurring to the industrialized corporate entity and all businesses and individuals need to be aware of what's coming their way and how to engage sensibly.

I provide services to companies, conferences and individuals who need:

- To know why virtual worlds and metaverse make sense for business
- To hear the story of the creation of an enterprise wide tribe using social media
- The personal story of a digital native (a.k.a. my life online as epredator)
- Presentations, talks, formal and informal on all aspects of emerging technology
- Games to augmented reality to 3d printing/rapid fabrication changing manufacturing are just some of the topics that can be brought to you.
- A rare mixture of technical delivery and thought leadership can be applied to any project.

If you think a way people are using a technology is either a joke or a threat, Feeding Edge will aim to make it obvious for you and help you make the most of it from then on.

April 2006 - Feb 2009 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 - Feb 2009 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 at 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

Qualifications:	BSC 2.1 Information Technology 1990
	Leicester Polytechnic/De Montfort University
Professional Memberships:	British Computer Society – CITP
Date of Birth:	31st August 1967
Nationality:	British
Marital Status:	Married
Driving Licence:	Full UK
Hobbies and Interests:	Gamer, epredator on Xbox Live
	Blogger and video/photographer online
	Cooking
	Motor Racing
	http://www.feedingedge.co.uk/blog
	http://www.epredator.com