

Ian Hughes

e: epredator@btinternet.com

Date of Birth: 31/08/1967

Nationality: British

Marital Status: Married

### **Personal Profile:**

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

A globally identifiable thought leader and personality in virtual worlds such as Second Life and business use of virtual worlds.

A track record of bringing about social and technical change across a corporation and to clients.

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

A significant presence as epredator with a 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 technology 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>

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

Significant press and representation activity documented online. <http://del.icio.us/epredator/epredator>

Twitter <http://www.twitter.com/epredator>

### **Key Skills:**

- Strong technical background
- Thought Leadership
- Flowing pattern approach
- Invention and Innovation
- Metaverse Evangelism
- Media and presentation
- Finding flexible solutions
- Social approach to technology

### **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.
- Large patent portfolio including navigation system, time and e-motion and virtual worlds approaches to marketing and transaction processing.
- Delivered significant benefit 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.
- Received the first industry award for Virtual World Innovation in the Enterprise.

## **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 spokesperson for all virtual world activity and thought leader.

-IBM membership and usage of Second Life went from from 10's to 6,000 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.

-Inspired over 5,000 IBMers to join Eightbar in Second Life and generated the creation of a business unit.

-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 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 dash boards, Next generation portals, early web2.0 evangelizing, data visualization.

-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.

Including projects such at Wimbledon.org, Vauxhall.co.uk, baa.com and ft.com

-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

-PLI/DB2 programmer 1990-1993

Applying programming skills to a quality controlled software development environment and learning the craft on internal stock systems

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

### Education Training

Qualifications:

BSC 2.1 Information Technology 1990

Leicester Polytechnic/De Montfort University

### Professional Memberships:

British Computer Society – CITP

Signatory for IBM memberships to BCS

### Hobbies Interests:

Gamer, epredator on Xbox Live and PSN

Blogger and video/photographer online

Cooking

Motor Racing

<http://www.epredator.com>

<http://www.eightbar.com>

