



Converge energy, grow smarter.

*Callam Fletcher, British*

# Callam Fletcher

## Summary

Since my early teens, the Internet has fascinated and inspired me. Shortly after starting high-school, I taught myself to program and began creating websites as a hobby. By my late teens I had built up the confidence to provide my services on a professional level. Opportunities led me to the Czech Republic where I could fulfil my dreams and start an IT company. Surrounded by competent people, I was able to assemble a team and together we targeted the international B2B market, developing e-commerce web solutions for companies around the world<sup>1</sup>. My lack of experience was a challenge and I was forced to learn the hard way on many occasions. Perseverance eventually paid off and the company remains profitable today. Having identified certain limits, I chose to step down in 2011 in a quest to advance my knowledge in other areas of business. I now have a profound drive to contribute to a company that in turn, can feed my growing thirst to learn and succeed.

<sup>1</sup> *Universal Internet Solutions Limited, [www.slicktouch.com](http://www.slicktouch.com)*

## Areas of Expertise

Design & Presentations - I can convey technical ideas in a simple and understandable form. I'm a perfectionist, attracted to minimalism and simplicity. I enjoy giving presentations.

E-Business Architecture - Ravi Kalakota's books acted as a vital guide to helping me and my team engineer integrated end-to-end e-commerce solutions for small businesses in Central Europe.

Sales, Business Development, Consulting - I love meetings. I love travelling. I love bringing ideas together! This energy to drive people to collaborate is one of my strongest personality traits.

## Work Experience

### 2011 – Present | **E-Marketing/E-Business Consultant**

In October 2011 I stepped down as managing director of Universal Internet Solutions and began to work independently as an e-business consultant. This is a new challenge whereby I work alone. I help companies to leverage maximum potential of the Internet by establishing streamlined business processes, consolidating IT systems and delivering a competitive end-user experience.

### 2008 – 2011 | **Managing Director, Universal Internet Solutions Ltd.**

In 2008 I took a leap and founded an IT company in Prague, initially specialising in website development. Between 2008 and 2011 the company grew and conducted business with 72 customers in 8 countries. As well as directing a full-time team of 8 people, I established relationships with numerous partners who enabled us to deliver a quality and competitive service. Faced with considerable challenges and a lack of experience in the early years, I was forced to seek external

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help. I learned that there was a rich community and a lot to gain from other individuals and organisations. Today the company remains operational and profitable with many of the original customers still active. Key areas of responsibility included:

- Resource Management (human and physical)
- IT system architecture (in line with business processes)
- Business Development & Sales
- Project Management, Product Launch
- Financial Analysis & Management, Productivity Analysis
- Strategic Planning, Business Process Improvement

## 2008 | **Website Architectural Consultant, AHOI s.r.o.**

As the projects within AHOI grew ever more complex, the focus of my skills moved from aesthetics to information architecture. I began working with customers to define optimum structures for their web projects. My experience with object-oriented development and data structuring proved crucial to defining user interfaces that were compatible with back-end systems. This is also when I learned to leverage consulting as a sales channel.

## 2007 – 2008 | **Web Design Project Manager, AHOI s.r.o.**

This was my first job after I moved to Prague. As the company struggled to handle a particularly large project, I was assigned to take charge of the smaller ones. Working on five concurrent website projects, I structured customer requirements and worked closely with developers and designers to ensure requirements were met. With little direction from above, I developed my own ideas and my management and customer relationship skills began to take shape.

## 2005 – 2007 | **Freelance Website Designer**

During my years at university I worked independently as a website designer. I learned to interact with customers, to structure requirements and to deliver within time constraints.

## Education

2005 – 2007 | **Software Technology**, Edinburgh Napier University, Edinburgh, UK

## Key Skills

**Language:** Bilingual English/French (born in England, schooled in France)

**IT:** Microsoft Office, Photoshop, C#, ASP.NET, SQL, OO Programming, architectural design

**Business:** E-business architecture, sales, negotiation, presentations, data analysis