John Fordham

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Professional Summary

Twenty years across both halves of commerce – the operation and the platform. Supply chain and retail operations at Tesco, Capgemini and Ahold Delhaize; digital and ecommerce transformation at Isobar, Wipro Digital and Goods & Services. On a programme I run the research and the service design, then own the requirements and the backlog through to release. The work I am brought in for is complicated products and considered purchases, where the shopfront only works if the operation behind it does.

Core Skills

- **Strategy and Product Definition**: Digital strategy, opportunity framing, MVP definition, product roadmaps, value proposition development, stakeholder alignment
- **Customer Experience and Insight**: Customer journey mapping, service design, user needs analysis, business analysis, experience diagnostics, stakeholder research
- **Operations and Supply Chain**: Operating model design, fulfilment and returns operations, warehouse and store processes, demand planning, omnichannel enablement
- **Digital Delivery and Execution**: Agile, Scrum, Kanban, sprint planning, backlog grooming, stakeholder demos, continuous delivery
- **Programme and Project Management**: Delivery governance, RAID logs, cross-functional team leadership
- **Technical and Tools**: Jira, Azure DevOps, Confluence, Adobe Experience Manager, Salesforce Commerce Cloud, SAP Hybris, SQL

Professional Experience

Goods & Services | Service Design Director | Sep 2023 – Present
Led day-to-day Kanban delivery of a multi-phase B2B platform transformation, managing backlog health/flow and coordinating continuous delivery across design, development, and QA teams (6 FTEs).

- **ZEISS Research Microscopy**: Service design lead through discovery, then product and requirements owner of a new B2B and B2C sales platform in Adobe Experience Manager, generating **$1m** in revenue in 6 months, increasing traffic **5x**, and boosting quote requests **10x**.
- **Euroconsumers**: Defined the digital strategy for a new experience platform, aligning five national brands under a single platform vision and kicked off roadmap definition spanning content, CRM, and ecommerce.

Wipro Digital | Digital Consulting Partner | Jan 2019 – Sep 2023
Delivered multi-million-pound digital transformation projects across energy, telecom, and financial services sectors.

- **Vodafone**: Led an 8-person team to deliver a UX layer over legacy systems, enabling streamlined workflows and reducing staffing costs by **40%**.
- **HSBC**: Designed mobile journeys for lost/stolen cards and savings products.
- **Siemens Energy**: Directed a 4-person team to redefine global HR experience from hire to retire.
- **OneWeb**: Launched a new digital product to monitor network performance.

Isobar (Dentsu Aegis) | Senior Consulting Manager | Aug 2016 – Dec 2018
Delivered digital strategy and commerce projects for global retailers.

- **adidas**: Reviewed ecommerce proposition across various markets and prioritised rollout of Salesforce Commerce Cloud; analysed omnichannel reports and metrics.
- **Rimi Baltic**: Delivered a backlog of requirements for an SAP Hybris Commerce implementation.
- **Pentland Group**: Assessed marketing capabilities to generate a prioritised backlog.

Ahold Delhaize | Manager, Digital Supply Chain Development | Aug 2014 – Jul 2016
Drove international initiatives across Europe and the US to improve ecommerce capabilities and supply chain operations.

- Improved order pick rate by **10%** and introduced new customer propositions through operational redesign.
- Implemented SAP Hybris functionality and responsive design to enhance customer experience.

Capgemini Consulting | Consultant to Senior Consultant | Feb 2011 – Aug 2014
Delivered multiple engagements across retail, consumer products, banking, government, healthcare and travel.

- **Travelex**: Led workstreams for staff scheduling and software procurement, reducing branch staffing costs by **10%**.
- **Waitrose**: Optimised product availability via supply chain diagnostics.
- **JD Sports**: RFID feasibility study to improve efficiency and reduce costs.
- **REWE**: Reduced ecommerce costs and enhanced CX for this German grocery leader.
- **Morrisons** and **Matalan**: Led supply chain workstreams to design a grocery ecommerce operating model.
- **Lacoste**: Delivery of strategy to move from regional to global fulfilment.

Tesco | Operations Development Analyst to Project Manager | Oct 2005 – Jan 2011
Delivered operational improvement projects for Tesco.com.

- Included a **20%** improvement in product quality, a **30%** reduction in lost items, and enabled earlier delivery capabilities.
- Identified **£38m** in capital savings across 200+ construction projects.

Early Career Highlights | Aug 2000 – Jul 2005
Built foundational skills in commercial operations, financial management, and service delivery across early career roles.

Education and Certifications

- BSc (Hons) Biochemistry, 2:1 – University of Birmingham
- Lean Six Sigma Green Belt

Additional Information

- Citizenship: British and Canadian
- Mobility: Willing to travel globally
- References: Available upon request