

CURRICULUM VITAE - Kevin Kiernan

Kevin has had considerable industry experience leading projects in the Marketing and Customer Service areas. He specialised in launching new products and in the computerisation of order entry systems. Kevin lectures at UCL in the modules Project Management and Information World.

1. Contact Information

Name: Kevin James Patrick Kiernan

Home address

606 Mountjoy House

Barbican

LONDON EC2Y 8BP

Tel 020 7638 0794

Mobile 07751 173759

E-mail k.kiernan@ucl.ac.uk

Date of Birth: 28.09.51. **Age** 62 **Nationality** British **Marital Status** Married

2. Education

**Association of Project Management
(2000)**

Open University (1991)
(part time)

**Qualified as Associate Membership of
APM by examination**

MBA

Modules include: Marketing, Planning and Managing Change, Managing in a Competitive Environment, Strategic Management Corporate Financial Strategy, Creative Management

London University (Birkbeck) 1985
(part time)

Hull University 1973

MA Classics

BA Classics Upper Second

St Benedict's School, Ealing 1970

9 OLs (now GCSEs), 3 ALs (Latin, Greek and Ancient History)

3. Professional Experience

3.1 Current Employers

University College London: Department of Management Science and Innovation

Teaching Fellow (Oct 01 – date) External (CPD) and undergraduate and postgraduate courses in Project Management; and the undergraduate course: Information World.

3.2 Previous Employment

3.2.1 London Metropolitan University

Visiting Lecturer

Sep 04 to May 2009 Chartered Institute of Marketing Courses in Analysis and Evaluation and Strategic Marketing Decisions

Oct 03 to July 2012 MA in Marketing - Marketing Communications, Marketing Strategy and Dissertation and BA Business Studies – Marketing Planning and Control

Sep 01 to May 04 Chartered Institute of Marketing (CIM)
Postgraduate Diploma (Planning and Control)

Sep 02 to May 03 CIM Advanced Certificate (Marketing Operations)

3.2.2 Student Support Group

Tutor

Sep 02 to May 2009 Twice yearly revision courses in CIM subjects

3.2.3 Oxford College of Marketing

Tutor

Dec 06 to May 2009 similar to 3.2.2.

3.2.4 University of Arcadia

May 06 to Dec 2012 Academic Supervisor in Marketing and Lecturer (Marketing in the UK environment)

3.2.5 BPP

Sep 06 to May 2009: Visiting Lecturer CIM Analysis and Evaluation

3.2.6 Open University: January 94 to Oct 2006

Associate Lecturer - Courses taught

- May 01 to Oct 2006 B825 (Marketing in a Complex World - Stage 2 MBA)

- 99 - 2003 B800 (Foundations of Senior Management - First year fast track of MBA programme) - Finance and Marketing modules
- 95 - 2002 B752 (Managing Resources for the Market) Diploma course. Finance, Operations, Marketing, IT and HR.
- 94-96 B880 (First year fast track of the MBA programme) Main Module Planning and Managing Change

3.2.7 City University Dept of Continuing Education

Oct 98 to March 02

Visiting Lecturer Marketing. Course – based on Kotler's Principles of Marketing This course included use of own computer based business game.

3.2.8 British Telecom - Business marketing

From: Sep 73 to Sep 00

Inbound services (0800, Lo-call, Nationalcall. International Freefone and Premiun Rate Services)

Pricing and Commercial Manager - Responsible for agreeing pricing and product strategy, setting and launching products and prices, talking into account, P&L, Regulatory framework, competitive forces and customer requirements. 99/00 Revenue £355m.

Jan 89 to April 95

FeatureFax, Telex, Lo-speed data Product Manager Responsible for product managing these products with £55m revenue stream (94/95). Main projects were pricing, cost control and pushing through exchange modernisation. Lo-speed data product was developed to find alternative uses for telex circuits as product declined - principal new applications were alarm circuits, lines for the National Lottery..

July - Dec 88 Commercial Manager - Operator Assistance Reviewed existing portfolio, introduced new services and restructured Operator Services tariffs

April 82 - June 88 Phone Book Marketing Manager Gained new revenue by developing a new range of adverts, conducting sales campaigns and appointing external sales contractors. Increased awareness by launching the Phone Book branding (previously 'alphabetical telephone directories) and separating the books into business and residential sections.

Sept 73 - Mar 82 Product management: Various posts inc CCTV, Telephone instruments, promotional literature, and Yellow pages.

4. Skills and Professional Qualifications

MBA (see above), Associate Member of Association of Project Management
Generally competent in Microsoft Office inc Microsoft Project. Tourist Italian.

5. Publications

107 Humorous Articles of a general nature in Barbican Life magazine and Midweek 1996-2008

6. Awards and Honours

Institute of BT Engineers: London Software Award 2000

7. Professional Memberships

Associate member of the Association of Project Management

9. Interests

Interests Swimming, Cycling, squash, creative writing and classical music. Member of the Aldersgate Ward Club, Freeman of the Glaziers' Company and Member of the Pepys Society.