

Ben Gidley

I am someone who likes to make things happen, more often than not, that's taking a business problem, some technology and combining them to provide something the business needs, their customers want and will value. I take ideas (sometimes my own, more often with others) and turn them into a real product that differentiates, can deliver and scale in a market, working with a team, iterating often and learning along the way. I'm not afraid to challenge pre-conceptions (both my own and of others) as often asking the right questions can lead to a better outcome.

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Skills

Value Propositions – Turning customer needs into a value proposition while paying attention to how to differentiate and what to build vs buy. Defining just enough of the solution to set the direction and ensure sustainability, while leaving enough freedom for the engineers to take ownership as the product needs to iterate.

Defining and setting a common goal – Once a value proposition is defined building a strategy to deliver it communicating the value proposition, key technology choices and explaining the reasoning both internally and externally.

Budgeting - Managing substantial budgets (7 figures) for the products I've been managing. Balancing investments against sales forecasts and using this as input to product design to ensure our product cost and benefits fit the market.

Communications - I've been a spokesperson for the products I work on for several years presenting the products to trade Shows, journalists and customers on a regular basis. I find such activity both beneficial for my product management role (as I hear unfiltered perceptions from customers) and for sales (as I can refine the value proposition in real time with the customer).

Agile Teams - I've worked with agile (XP, DSDM and Scrum) teams most of my career and am comfortable getting the best out of them and driving them to feel ownership for their part of the product. Typically, this requires a combination of clarity of the problem, good discipline, empathy and building relationships.

Innovation - I work on new ideas, or rehashing old ideas looking for market value. Typically, I look to understand the value proposition, ensure the benefits outweigh any downsides and then define a proposition. I work to find and fit technology to meet the needs in an efficient and timely manner

Technology - I am a technology generalist with an eye on business. I've worked with a huge range of technology becoming expert in some (Internet Video Delivery & Security, Enterprise Java, Cloud Services, API and Client Side Security). I maintain a technical skill set, mainly through smaller side projects and ensure I'm aware of the developments and trends in the industry and use those to inform my decisions.

Roles

NAGRA OpenTV – NAGRA are world leaders in video delivery and I joined as Head of Product for OpenTV at pivotal time in their transition from an onsite enterprise software supplier to a SaaS cloud provider. During my time at NAGRA I've led this change, redefined the product value proposition and moving the organisation to focus on service delivery and not just the software. This has required working in a very complex, matrix organisation, influencing others to enrol in the vision and value of a SaaS offering and executing on that change. As result of this effort the product is now leading in the market providing a video centric digital experience platform for TV service providers and growing the OpenTV business again for the first time in a decade.

Irdeto Cloaked.JS - Irdeto are world leaders in whitebox Cryptography which is a technique for doing cryptography on untrusted devices (typically consumers devices such as phones, tablets & set top boxes). In 2015 while working on Irdeto Multiscreen I heard we'd got a prototype working in JavaScript - and saw this

could be a revolutionary development in web security. Working as a new business initiative in Irdeto we built initially a small POC, and then as we refined the value proposition a commercial solution for API Protection which we took to general market. I built our initial team and led our initial client deployments, and in 2017 have been product managing the product line as we expand it to add a self service portal and native variants.

Irdeto Multiscreen - Joining Irdeto in 2011 they had a small multiscreen business delivering internet TV based on a number of acquisitions. I led the efforts to define a product assembling this into an end-end solution that we could offer to small and larger operators. The market was very challenging, with us facing strong competition from (at one end) large SI's and bespoke developments, and at the other end very well funded startups selling at low prices to grow their market. In 2015, after many iterations on the end-end concept, we pivoted to focus back in on the security solutions elements only, focusing where we had a stronger differentiated value proposition.

ioko SeeSaw/Project Kangaroo - In 2007 I joined ioko and went into working as an architect on Project Kangaroo - a joint venture between BBC, ITV & Channel 4 to build the ultimate internet TV site for the UK. Working closely with the business team we designed and built a world leading solution, only to have it banned from launching by the competition authorities. The solution was sold on to relaunch as an independent company SeeSaw. SeeSaw was not well funded and I worked with them for 2 years ensuring they could innovate their business model, trying to find one that was sustainable. We introduced the first experiments around paying to remove advertising and some of the first mobile device support for UK internet TV.

History

March 2018 – Present	NAGRA Kudelski	Head of Product – Open TV
September 2011 – March 2018	Irdeto	Directory Technology London Business School Market Driving Strategies Course London Business School High Performance People Skills FY17 CEO Award, 2013 CEO Top 1% Award Director Multiscreen Solutions Senior Solution Architect
June 2007 - September 2011	ioko / Kit Digital	Senior Technical Architect
August 2006 - Jun 2007	Macrovision UK	Technical Architect
March 2000 - August 2006	Anite - Secure Information Solutions	Junior Programmer /Programmer Analyst / Project Engineer / Senior Technical Architect

Qualifications

Current	British Computer Society	Chartered IT Professional
Current	ISC2	CISSP
2009	Scrum Alliance	Certified Scrum Master
1996	University of York	Bsc 2:1 Mathematics and Philosophy

