

# Bill Lanyon

British resident in France,  
with the right to work.

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## WORK EXPERIENCE

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### BrandSteward Limited

Co-founder of ReFormBeauty.org a digital health start-up securing invasive aesthetic treatments

2019 — Present

UK & France

- Devised domain model, technical architecture, data schema, features, user stories, and UX.
- Performed and documented over 3500 hours of technical, medical, insurance and aesthetic treatment market R&D.
- Delivered business and project plans, risk registers, grant applications and pitch decks.

### 5YP Limited

Junior developer internship: Python, JavaScript, TypeScript, Node.js, React.js & cloud deployment

2020 — 2025

Remote

- I was mentored at 5YP by [Basil Bibi](#) with regular stand-ups and pull request review meetings.
- Completed 38+ sequenced [courses](#) including: AWS Certified Cloud Practitioner, Git, GitHub & GitHub Actions, React Native, Ionic, Next.js, Remix.js, CSS, ChatGPT, MongoDB, Docker & Kubernetes, D3 & Observable Plot.

### MultichannelMachine Limited

Co-founder of technical marketing agency

2013 — 2019

London, UK

- Implemented targeted strategy and deployed compelling content at scale: better, faster, cheaper.
- Delivered real incremental demand generation results while containing cost with Agile execution.
- Clients included Morrisons Supermarkets, Xerox, Intel and McLaren Automotive.

### Lanyon Limited

Managing Director of digital transformation consultancy

2010 — 2012

London, UK

- Applied marketing automation online to simplify the brand's interaction with its marketing ecosystem.
- Completed SharePoint Specialist course at Association for Intelligent Information Management in 2010.
- Clients included J. Walter Thompson, Monotype, Hogarth, Elateral and McCann Erickson.

### Ogilvy & WPP

Production Director Ogilvy Group Paris

2005 — 2009

Paris, France

- Attracted new clients including LVMH, Europcar and LG with pre-press workflow and eSourcing.
- Grew productivity by 30% for a team of 25 within tight legal and budgetary employment constraints.

Head of CreativeSystems Ogilvy Group London

2001 — 2004

London, UK

- Founded the first IT unit defined as a profit centre and built the core of the global DAM network.
- Pitched the WPP technological offering to HSBC and helped to secure US\$600m of new business.

Technical Studio Manager OgilvyOne & DesignDirect

1997 — 2000

London, UK

- Integrated the technical production workflow of three boutique agencies acquired by OgilvyOne.
- Completed AppleScript Workflow Automation course at TECSOFT in 2000.

### Before advertising...

**Graphic Design:** creative print, retouching, etc.; completed SSADM course at University of Westminster.

1995 — 1996

**Abjad Limited:** co-designed unique digital and physical Arabic font and tools for teaching Arabic.

1993 — 1994

**House Simple Limited:** founded target marketing start-up for London residential property market.

1992 — 1993

**Capital Markets:** broked financial instruments to institutional clients at Kleinwort Benson and Paribas.

1987 — 1991

## EDUCATION

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London School of Economics, London, UK 1984 — 1987

Marlborough College, Wiltshire, UK

1981 — 1983

American University Cairo, Egypt

1983 — 1984

British School of Paris, France

1977 — 1981

Deutsche Schule Beirut, Lebanon

1968 — 1976

## COMPETENCES

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**Languages:** English, mother tongue; French and German, fluent; Spanish and Arabic, rusty.

**Agile Project Management:** evidence-based business analysis, careful data wrangling and structured documentation.

**Design:** from typography to layout and user experience, via translation, content management and too many tools.

**Branding:** the commercial why, how and what, differentiated using value propositions and message mapping.