

Alick Mighall

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Profile

- Proficient in delivering real-time solutions and content for Football, American Football, Ice Hockey, and Basketball.
- Experienced digital leader with a comprehensive background in product, engineering, content, advertising, and operations, acquired through various B2C and B2B sectors in both broadcast and online settings, including global organisations, VC-funded Series A/B startups, and self-founded enterprises, all of which experienced considerable growth during my tenure.
- Successfully managed a diverse and profitable P&L, cultivated a high-performing team, and expanded a wide client base during an 11-year tenure at my own full-service web development agency.
- Highly skilled in consultancy, assisting organisations in defining projects, drafting tender documentation, and overseeing procurement to determine the most suitable suppliers and technologies.

Skills, Awards & Qualifications

StatsBomb Introduction to Football Analytics - 2022	Auditboard Compliance Frameworks - 2021
Google Analytics Individual Qualification - 2020	Professional Scrum Product Owner I - 2018
Acquia Global Community Site of the Year - 2016	Yahoo Europe Employee of Year - 2002

Full stack web and mobile development/Jira/GIT/Mailchimp/Mailgun/Sendgrid/Adobe XD/Figma/Google Analytics Tools/Data Dog/Amplitude/Matomo/iMovie/Audacity/Jitsi/Linux/AWS/DNS/Postman/Swagger/API

Vocational Experience

PRODUCT DIRECTOR, COINCOVER – 10/22-PRESENT

- Building a product-led business, focussed on making blockchain, web3 & NFTs accessible to everyone.
- Leading development of wallet access recovery products for retail and institutional users.

DIRECTOR OF PRODUCT MANAGEMENT, TEMPUS EX MACHINA – 02/21-06/22

- Led the roll out of a cloud-based, real-time video/stats analysis platform for **NFL Football Operations**.
- Defined product development strategy for scaling org's multi-sport synchronised data and video APIs.
- Grew a diverse product, design and engineering team by a factor of five, allowing the org to scale
- Drove process improvement in Agile project management, SOC2/ISO27001 compliance and OKRs.

DIGITAL TECHNOLOGIST / SPORTS PRODUCER, MIGGLE.ONE – 09/18-02/21, 07/22-PRESENT

- Building fan engagement prototypes and mobile apps, centred on attendance at grassroots and women's sports, as well as optimising use of AI cameras and GPS trackers from 07/22 onwards.
- Taking an inclusive approach to stakeholder requirements, alongside web data analysis, led clients in making effective roadmap, budgetary, supplier and team building decisions on their digital projects.
- Advised on how to make the most of online investment by improving approaches to teamwork, communication, product management and project management using Agile methodologies.
- **Office of Rail and Road:** 12 month assignment to scope a project and then manage supplier selection process via GOV UK Digital Marketplace and oversee delivery of new website and intranet.
- **PSHE Association:** Scoped CMS/CRM project and then managed OJEU supplier selection process.
- **INTO University Partnership:** Six month business analysis focus on B2C product development, business continuity, acquisitions and software development processes around Salesforce API integration.
- **MS Society:** Analysis of Drupal and Umbraco as candidates to migrate a suite of sites from Sitecore.

MANAGING DIRECTOR / FOUNDER, MIGGLE.CO.UK – 01/07-08/18

- Delivered 11 continuously profitable years, averaging good for sector pre-tax profits of 16%.
- Provided **Premier League** editorial coverage to **Yahoo** for 6 years and built **AOL's Euro2008** microsite
- Other clients included **Air New Zealand, Brighton & Hove City Council, Fitness First, IPO.gov.uk, ITV, Museum of London, NBCUniversal, NHS, Sky** and **TUI**.
- Worked with the team to build a culture within a diverse, award winning full service open source agency in which employees on average stayed with miggle for almost five years.
- Working across the entire product lifecycle, I reduced operating costs, increased audiences, revenues, user engagement, performance, reliability and security as well as improved accessibility, IA, processes, workflows and UX through delivery of scalable, integrated content management solutions.
- Provided significant volume of editorial content to major UK websites on news, sports and entertainment.
- Speaker at multiple events, including conferences in Amsterdam, LA and United Nations in New York.

HEAD OF NETWORK PRODUCTS & SERVICES, YAHOO EUROPE – 01/05-04/06

- Previous positions at Yahoo
 - Head of Front Page & Program Management, Europe - 01/04 - 01/05
 - Acting Director of Products & Services, UK & IE - 01/03-01/04
 - Head of Production, UK & IE - 03/01-01/03 (inc. management of Yahoo Sports)
 - Senior Producer for E-Commerce Integration, UK & IE - 10/00-03/01
 - Shopping Producer, UK & IE - 03/00-10/00
 - Store Builder, UK & IE - 09/99 - 03/00
- During my time at Yahoo:
 - Working with cross-functional teams in eight European markets, I managed teams of Product Managers, Sales Production, Content Biz Dev and Customer Care with regional responsibility for home pages, Personalisation, Billing and Distribution.
 - Rolled out, for the first time in Yahoo history, a new front page design simultaneously across eight European markets.
 - Established new transactional and premium revenue streams and significantly increased media revenues through the introduction of innovative sales programmes and standardisation of IAB centred sales programmes.
 - Rolled out the first piece of video advertising on a major UK web page for **BMW Mini** and first UK full page take over for **First Direct**, for which I was awarded a European employee of the year award.
 - Led editorial coverage of some significant current affairs events in the early noughties.
 - Yahoo UK's primary representative at the **FIFA 2002 World Cup** in Japan/South Korea.

Voluntary and Other Experience / Education

- Football Analyst, Steyning Town Community Football Club - 08/22-present
- Group Skills Instructor, 1st Hassocks Scouts – 10/17-present
- Trustee / Board Member, Vincent Dance Theatre – 04/18-09/21
- Lecturer, Universities of Brighton and Chichester – 09/16-01/20
- Business Mentor, Princes Youth Business Trust. – 03/02-01/05
- Multimedia Manager, Landscape Channel Group – 08/98-09/99
- Consultant, Advertising Standards Agency – 08/97-09/98
- Managing Director, Sound & Light Collective – 11/95-08/98
- Production Assistant & Composer, Broadcast Media – 08/94-11/95
- BA (Hons) 2.1 Popular Music and Recording, University College Salford

Interests

Being outdoors, distance running, mountain biking, current affairs, investing, making music. After leaving Yahoo, before returning to Brighton to establish miggle and start a family, my partner and I went traveling for 10 months. Nowadays we get away in the camper van with our three children whenever time allows.