Christian Braybrooke

Director & Software Engineer

Introduction

Originally from Dunstable, I was raised in a small town just outside of New York – this is perhaps where my passion for travelling and exploring was born. As an advocate for sport and leading a healthy lifestyle, I am a keen cyclist, skiier and walker. Until the age of 18 I competed competitively as a cyclist at international level, riding for the WD-40 road and track cyling team. I have always taken an interest in business and developing new ideas, something which I often achieve through building software. I enjoy solving complex problems and have achieved results on many occasions optimising business operations with the succesful implementation of technology. I have demonstrated on many occasions, my skills as a leader as well as how I work effectively within large and small teams. Being involved in various organisations, my time management skills are one of my greatest assets and something which I believe has allowed my to be successful across an array of projects. Family is a massive part of my life and are the people I confide in the most, despite being spread out across the country and often the globe.

Experience

2015 - Present
Managing Director / Lead Developer • Purple Mountain limited
I have built Purple Mountain from the ground up, into a software development company that supports companies of different sizes and sectors , throughout the UK, with a team of dedicated professionals. My role mainly consists of that of a client manager, but of course the nature of running an SME requires my job to be extremely diverse. I enjoy tackling challenges that are associated with running an organisation, putting plans in place to maintain a course for success.

Key Achievements:

- Optimised a labour-intensive process for a manufacturer through the successful implementation of software and an algorithm, resulting in a process that was required for each order, previously taking 50 minutes now completed in just 1 minute. This has significantly increased capacity, with revenue up by 30% in the year after implementation to £1.3m as a direct effect.

- Rebuilt legacy software for a training provider, with the ambition of reducing monthly running costs. We were able to cut monthly costs by over £1500 per month as well as improving the product offering, ultimately reducing costs and increasing sales. The business now has more capital to reinvest back into their product and created valued IP

2018 - Present
Technical Director • B2 Systems limited
B2 Systems provides modern inventory software and asset management to over 200 schools. After building the inventory management software, which now continues to be developed, I take an advisory role in developing the business further and continuing to optimise the operational requirements. Working in the public sector can often be challenging, however I enjoyed implementing systems that helped overcome these challenges.

Key Achievements:

- After taking a directorship in B2 Systems, I was able to significantly reduce tasks that were historically labour intensive by rolling out a custom CRM System, meaning an increase in productivity. These systems have improved cash flow, increased customer satisfaction and increased capacity, among many other benefits.

- I was able to successfully introduce an updated pricing structure and licencing system, resulting in the business no longer being reliant on labour intensive   onsite inspections , instead supplemented by software licences with the opportunity   to be sold exponentially. In the months leading up to Christmas 2019, licence sales overtook all other streams of revenue. The business is no longer reliant on having staff availability on any particular day, as licences are sold through the client's online portal.

2017 - Present
Managing Director • Northern Albion limited
A leading distribution business in cycling equipment and accessories, I acquired Northern Albion in 2017 as I spotted potential in how technology might streamline the operation and ultimately reduce costs. I was able to achieve this within a short space of time, We import products from across the globe, including South Africa and Germany.

Key Achievements:

- Roll out an automated (barcoded) stock management system, which integrates with the organisations website and supplier ordering systems – this advancement allows Northern Albion to be more efficient as well as take advantage of just in time stock ordering practices, reducing our stock exposure risk and maximising 'free cash' within the business

- Bring in new partners such as Royal Mail & DPD to give customers more options on fulfilment. By integrating with our delivery partners systems, we have been able to increase customer satisfaction by giving not only a broader range of options, but also offer a better service.

2013 - 2016
Press & Technology Officer • HMT Cycling Team with JLT Condor
A role I thoroughly enjoyed, which saw me travel Europe with the team ensuring that fans and sponsors got the exposure they expected. Often working from the road, this role opened my eyes to remote working. It was fantastic to take my passion for cycling and intertwine it with my work, I have found this is when I can be most effective.

Leadership

I have grown to be a competent leader, through being part of and leading effective teams on many occasions, including building capable teams across two organisations. I believe in creating cultures that are inclusive and encourage all individuals to put forward ideas irrelevent of the subject. I use proven methods to help track performance and set realistic yet stretching targets for the future. My broad thinking , undertdning how teachnilogy is able to create value has been at the centre of my success

Communication

Clear communication is key for me as I manage multiple distributed teams at a time. I effectively use communication tools such as Microsoft teams and Trello to ensure relavent parties are up to speed. I can effectively delegate tasks, especially when I have identified an individual has a skillset that may be more developed than my own.