

Curriculum Vitae

Personal Details

Name: Neil Mackinnon
Date of Birth: April 26, 1972
Email: neil@neilmack.co.uk
Internet: www.neilmack.co.uk

Employment

June 2005 – Present: Stagecoach Group, Perth

As Stagecoach's Data and Market Analyst I have a varied role where I am primarily responsible for analysing geodemographic data to inform research & development and marketing activities across Stagecoach Group's business both in the UK and abroad. In addition to providing consultancy services to internal customers I am responsible for developing business systems to support our internal marketing team. Key aspects of my responsibilities range from hands on analysis of Census and geodemographic data to support business decisions; sourcing and managing prospect contact information from third party suppliers; developing a Customer Relationship Management system; and providing strategic advice on maximising the geographic information inherent within applications for scheduling public bus services.

Working within this large organisation, I regularly provide information to clients including bus operating companies within the UK, USA and New Zealand as well as for provision to the Competition Commission. I am also responsible for liaising with numerous data suppliers and Local Authority partners.

August 1998 – June 2005: Communities Scotland, Thistle House, Haymarket, Edinburgh

As the GIS co-ordinator for Communities Scotland, I was responsible for delivering the GIS Strategy. I managed the delivery of software, data, and training for the organisation and chaired the internal GIS User Group. I was heavily involved in all stages of software lifecycles: documenting user needs through planning and project managing application development. I co-ordinated a multi-agency Internet GIS pilot which drew on data from numerous public organisations and the private sector and was a lead internal consultant to the Scottish Executive during the development of Scotland's online statistics application (www.sns.gov.uk).

I represented the organisation as an Executive Board member of the Association of Geographic Information (Scotland).

November 1997 - August 1998: Clackmannanshire Council Development Services, Greenfield, Alloa

As a GIS Technical Assistant, I developed a strategy for capturing property records to GIS and Microsoft Access; developed a system to meet the strategy aims; and interpreted title deeds to populate the GIS based system. I also represented Development Services as GIS co-ordinator, liaising with senior Council management and Forth Valley GIS consultants to plan future GIS developments within the department.

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March 1995 - September 1995: SCOTTISHPOWER, Portobello, Scotland

As a GIS trainer, I designed and implemented a complete suite of large scale training programmes (including full support documentation) for both ScottishPower and agency data capture staff. Training programmes ranged from basic operations (opening a map on screen and printing) through complex vector drawing, allowing network changes to be made straight to the GIS.

June 1993 - September 1993: Lebanon County Conservation District, Lebanon, Pennsylvania, USA

Working as an intern on the Environmental Protection Agency's Chesapeake Bay Protection Program, I built a 27-theme GIS database to underpin environmental analysis. I digitised land parcels, geology, soil types, sewer lines, and wetlands and river themes, and also created maps of areas susceptible to water pollution.

Education

1995 – 1997: The Ohio State University, Columbus Ohio, USA

Masters in Geography (specialising in Spatial Analysis Methods)

Thesis Title: The Application Of Geographic Information System And Remote Sensing Technologies To Monitoring montane glaciers: A Case Study Of The Quelccaya Ice Cap, Peru.

1990 – 1994: University of Aberdeen, Aberdeen, Scotland

MA (Honours) in Geography at 2:1 grade

Thesis Title: The use of Geographic Information Systems for Natural Resource Management

1989 – 1990: Lebanon High School, Lebanon, Pennsylvania, USA

SCE Higher: French (C)

SAT: 1050/1600

Cedar Award for Academic Achievement

1984 – 1989: Hutchesons' Grammar School, Glasgow, Scotland

SCE Higher: English (B), Geography (B), Mathematics (C)

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IT Skills

I have good general computing skills, with experience in:

- GIS:** various GIS systems including MapInfo, ESRI ArcGIS
- Data:** database programs (Access) and analytical packages (SPSS)
- Images:** graphics programs such as Corel Draw and Photoshop
- Office:** various office programs such as Microsoft Word, Excel and PowerPoint
- Programming:** VBA; HTML; JavaScript and MapBasic

Other Information

As an experienced Geographic Information professional I am familiar with managing very large scale datasets (often several gigabytes in size) and I have a fundamental understanding of geographic data (including UK postcode geographies). I have good problem solving, communication and people skills. These are constantly being developed, but have benefited in particular from:

- providing advice and expertise to organisations in different countries;
- managing project teams developing desktop and Internet GIS applications;
- dealing extensively with Public and Private sector professionals; and
- presenting papers at Geographic Information conferences to both technical and non-technical audiences.

Other Interests

I enjoy the great outdoors and am often to be found on a hillside attached to either a mountain bike, hiking boots or skis. I am also interested in photography.

References

Available on request