

tom voiroi

where i have worked

- 01/09 - present **voiroi web consulting**
Principal Consultant
- 02/07 - 12/08 **Reading Room**
Managing Director
- 02/06 - 12/08 **Reading Room**
Principal Consultant
- 03/04 - 02/06 **Synercon Consulting**
Principal Consultant
- 07/96 - 11/03 **CORE Technology AG**
Owner, Principal Consultant
- 1993 - 1996 **AGI Software AG**
Product Manager, Software Engineer
- 1991 - 1993 **Zurich Insurance**
Software Engineer

what i have studied

- 01/09 - present
Macquarie Graduate School of Management
MBA
- 1989 - 1991 **University of Zurich**
Bachelor of Law

what i can do for you

- Help you define or revise your online strategy to maximise business value
- Coach you in how your organisation can benefit from engaging in social media
- Analyse, sketch and/or prototype your website or online application from a user centric point of view
- Help you evaluate and choose content management systems for your websites
- Bring your marketing team up to speed on the current internet and social media landscape

what i know a lot about

- How digital can support the objectives of a business
- Content management systems from entry through enterprise-level
- Information Architecture
- Web and Software Usability
- Records and Document Management

what you can engage me as

- Online strategy consultant
- Social media coach
- User Experience designer

what i am very good at

- Finding online solutions to business problems
- Explaining complex concepts in everyday terms to a non-technical audience
- Designing user-centric websites
- Realising your online project by using my network of high-calibre graphic designers, user interface and back-end developers

what else may be nice to know

- I have been using the internet since 1991, built my first website in 1994 and my first commercial website in 1995
- I ran my own digital agency in Europe for 7 years
- I speak six languages

what i have achieved for my clients

- Conceived a faceted classification scheme for Grains Research and Development Corporation, resulting in an **six-fold increase in page views to 1.1m** in little over a year
- Architected the **global, multilingual website** for Leica Geosystems
- Redeveloped the **user experience** for 3D Safety Systems' web version of their successful OH&S Windows application
- Designed the **custom online project tracking application** for the 16 member councils of Southern Sydney Regional Organisation of councils (SSROC), including the City of Sydney
- Established **faceted classification** for Lend Lease's knowledge management application
- Designed and implemented **electronic document management** for Zurich Financial Services Australia including a separate dedicated **business intelligence database**
- Designed the implementation of the **Enterprise Content Management System** for National Archives of Australia
- **Analysed** the intranet implementation of Bayer Australia Ltd, interviewing over 100 staff and recommending new user-centric intranet strategy

what people say about me

- "Tom has one of the sharpest minds in application design and development in the industry today. His ability to see applications from every angle and to come up with innovative solutions is second to none."
Russ Weakley, Web Redevelopment Project at Australian Museum, co-chair Web Standards Group
- "Tom displays an immense knowledge of his subject and impresses with his understanding of your requirements and his ability to find solutions. Tom is an absolute pleasure to work with."
Stephanie Hardcastle, Group Marketing Manager at Candle Australia
- "Tom is a lateral thinker who has developed initiatives for us which have always excelled. I have no hesitation in recommending him, as his website establishment and structural foundation work - as well as his creative nous - is excellent."
Tara Poole, Associate Director at Horizon Communication Group
- "At Reading Room Tom was an acknowledged authority on website usability and his communication and organisational skills make him one of the best consultants I have worked with."
Peter Connelley, Account Director at Reading Room
- For more recommendations see my LinkedIn profile:
<http://www.linkedin.com/in/TomVoirol>

who else will have something to say about me

- **Client**
Brooke Carson-Ewart, Web Manager, Australian Museum
- **Client**
Tim Fry, Manager Records Management, Zurich Financial Services Australia
- **Client**
Tom Mc Cue, Program Manager at GRDC
- **Client**
Nicola Atmore, Project Manager SSROC
- **Business Partner**
Tara Poole., Associate Director, Horizon Communication Group
- **Former employer**
Margaret Manning, CEO Reading Room Group
Female Entrepreneur of the Year 2007
- Referee contact details upon request

how you can get in touch

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