

# **David Senior**

**Company Director at Spark33**

London, London, GB

Spark33 - Director - Spark33 Ltd Mobile  
Consultancy

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## **Biography**

Helping FTSE100/250 companies with Enterprise Client Computing and Mobile challenges and since 1996. Born the year the first mobile phone call was made (by Motorola to Bell), intrigued when my brother bought a very early car phone (in his Escort Cosworth), turned businessman at school age (selling sweets for a profit) then became professional at working age helping enterprise clients deliver Information Technology - in 2013 I started a company that provides CIO's with an Agile Strategy Model for Mobile and Mobile Apps in a world where information and communication are at the heart of all our lives. Also experienced consulting at board level to FTSE 100 and fortune 500 companies on their competitive intelligence strategy. In addition, I believe that B2B buyers are more inclined to a permission based approach to solving business problems, aided by Content that engages and informs. Customers have included - BT, BBC, Worldcom, Coca Cola, BSkyB, Ford Motor Company, Vodafone, O2, Global Crossing, Computacenter, Yell, Microsoft, Logica, Interoute, GfK NOP, Chevron, VT Group, Sony, WPP Group, British American Tobacco, BG Group, ExxonMobil, SITA, Chevron, Jaguar Land Rover, John Lewis Partnership.

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## **Availability**

Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Information Technology and Services

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## **Areas of Expertise**

Mobile, Mobile Apps, Mobile Strategy

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## **Education**

**East Lindsay ITeC**

1st Computing and Business Studies

**Earl of Scarborough**

8 x GCSE's

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