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**SIMON FISHER**  
EXPERIENCED SENIOR  
TECHNICAL LEADER  
WITH BACKGROUND IN  
ELECTRONIC PRODUCT,  
IOT AND SOFTWARE  
DEVELOPMENT

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## SUMMARY

Experienced entrepreneurial, commercially focused senior technical manager with a passion for addressing real world commercial problems through the application of technology. Over 30 years' experience of highly complex electronic product, distributed systems development (SaaS) and digital transformation for both small and large organisations operating in the Consumer, Medical, Automotive, Environmental and Specialist sectors.

Proven track record in development of technical strategies and vision, building and leading multi skilled teams throughout the whole product development process from product specification to validation and launch in both agile and highly regulated environments. Inspires others to overcome major technical obstacles through innovative thinking, positive determination and constant learning and improvement.

Specialties: Specification, development, and validation of electronic and software systems where cost/reliability and time to market are key considerations. Engaging with stakeholders in both understanding requirements, management of deliverables and issue resolution. Willing and able to roll sleeves up when required and apply experience and skills in electronics and software product development and coach and mentor others.

## EXPERIENCE

### *Minibems (BOURNEMOUTH), Evinox (Chessington) July 2022-present (remote)*

**CTO** Jul 2022 to present

Responsible for all electronics and software (embedded and cloud) development initially for Minibems, then for combined group after merger in Jan 2023. Delivered significant reliability improvements for existing products including comprehensive production tests. Simplified product installation process to reduce user error, improve installation efficacy and position for scale up. Instigated "Turnpike" cloud based diagnostic system to guarantee system uptime and fleet management of remote devices. Involvement in DD during merger, including devising and presenting the roadmap for merging the Minibems and Evinox technology stacks and future product development strategy. Delivered over 50% reduction in AWS costs.

### *HWM global, (NEWPORT) March 2011-March 2022*

**Innovation Director** Aug 2018 – Mar 2022

Advanced R&D and technical market intelligence. Monitoring and reporting on important trends in customer technical requirements, available technologies, and competitor activity. Influencing HWM product development roadmap including improvements to existing products in cost optimisation, performance/reliability enhancement and feature enrichment. Providing specific assistance to product development group and other Halma group companies in areas of circuit design, supplier identification and software development.

Delivered several early proof of concept products, validated in real situations with handover to product development group, many of which have resulted in significant sales growth and customer benefit. Through [https://d.docs.live.net/5ebba7af33c4dd80/Documents/personal/CV/Simon Fisher CV.docx](https://d.docs.live.net/5ebba7af33c4dd80/Documents/personal/CV/Simon%20Fisher%20CV.docx)  
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vigilance of developments in the legislative environment for utilities, developments in available sensing technologies and technical research, developed significant pipeline of product performance improvements and proven technology POCs and where required assisting in delivery thereof.

When required, able to provide hands on c#/asp.net/javascript development, embedded software development and electronics design including PCB layout. Development of sophisticated algorithms for detection of water leakage, blockage and leak location.

#### **Technical Director** Apr 2015 - Aug 2018

Responsible for all HWM product and cloud systems (PaaS/SaaS) development. Development and delivery of product and team strategies in line with company digital growth strategy and stakeholder expectations. Building of product development, cloud systems development and customer support functions.

Developed the product development operation to include the capability to develop products for explosive atmospheres (ATEX), allowing the company to expand into waste water and gas sectors, and be in an excellent position to capitalise on opportunities from waste water regulatory changes.

Architect of and oversaw delivery and commissioning of HWM's in house developed 'Datagate' cloud based IoT data collection, display and forwarding system and developed the capability to develop and manage web based and mobile apps. This brought a number of disparate systems together into a single homogenous ecosystem, enabling rapid feature development and sales growth with the ability to deploy to customers' own on-premises IT systems.

Devised and oversaw development of the PermaNETPlus acoustic leak detection product, which helped HWM to achieve a Halma PLC innovation award, a Queen's Award For Innovation and also the largest ever deployment of acoustic leak detection products in the UK. Successfully proposed and implemented a product roadmap that encompassed significant feature and cost improvements from the PermaNETPlus product to the PermaNETSU product, resulting in over 200,000 units deployed in the UK and USA. Devised and delivered a system that allowed for accurate leak positioning (correlation) that offered cost and performance benefits over competing products.

Conceived and led the delivery of HWMs 'DXMic' leak pinpointing ground microphone product, achieving significant feature and performance improvements over the predecessor product, helping the company to significantly regain lost market share and significant sales growth in the ground microphone sector.

#### **Engineering General Manager** Jan 2013 - Mar 2015

Overall design authority with responsibility for technical development of Radcom, Radiotech and Palmer product lines within HWM. Restructuring of engineering team to focus on delivery of new products to rationalise overlapping product lines and technologies, also to meet changing requirements of the business from being solely a product manufacturer to being a supplier of products and associated cloud based SaaS web data systems with specific emphasis on high availability (uptime) and reliability. Responsible for development of roadmaps for both product and data delivery systems.

#### **Technical Manager (Radcom products)** Mar 2011 to Jan 2013

Managed the engineering of the Radcom product line within Halma Water Management, featuring sensors, datalogging and pressure control products and also software infrastructure for centralised telemetry monitoring of water distribution networks.

Redesigned and led the delivery of improvements in the efficiency and reliability of HWMs data communications systems to give significant savings in mobile data costs. Runner up for Halma Corporate Innovation Award 2012.

Developed HWM's in-house capabilities in cloud based data collection, distribution and associated web services, including advanced datalogger fleet management and maintenance capabilities. This was an essential part of the delivery of HWMs first managed large data logger fleet with United Utilities and enabled subsequent large fleet projects which resulted in significant business growth.

Conceived and led the delivery of the Pegasus+ pressure control product, which made it possible to rationalise the pressure control product line, leading to HWM regaining its position in and considerably growing the pressure control product sector.

*CyDen Limited (Swansea) 2006-2011 Electrical and software engineering lead.*

Completed the development of the iPulse product sold as the Boots Smooth Skin, the first home use intense pulse light device available for general sale in the UK. Design maintenance of product designs in production, including cost reduction and continuous improvement programs and setup of manufacturing test facilities in China. Before this, developed the electrical system architecture and hardware/software design and development for professional hair and skin treatment devices sold to salons in over 60 countries, prior to the divestment of this part of the business to Energist International.

*Enfis Limited, (Swansea) 2004–2006 Systems Engineering Manager*

Oversaw development of high brightness multicolour LED array product, involving high power conversion and control electronics, software development, mechanical enclosure design and approval to medical standards.

*LS Design UK (Cwmbran) 2003–2004 Consultant/Design Engineer*

Electronics and software consultancy. Produced product designs under very demanding time schedules for a multitude of sectors including high end audio, fire alarm, lighting and medical.

*Panasonic (Cardiff) 2002–2003 Software Engineer*

Software engineering of television products. Produced software for first Panasonic IDTV designs to be sold in Australia, Germany and Holland, getting a number of late projects back on track in the process.

*Hitachi (Hirwaun) 1998–2002 Principal Engineer*

Principal engineer responsible for television product software development for all of Europe. Oversaw development of software for the first integrated digital television on sale in the UK.

*AB Automotive (Cardiff) 1996–1998 Software Engineer*

Developed software for several HVAC control modules used in GM vehicles, involving frequent travel to GM R&D facilities to coordinate interworking with other vehicle platform components.

*Johnson & Johnson (Newport) 1993–1996 Junior Engineer*

Development of Dinamap Compact critical care monitoring instrument. Development of machines used in research into cerebral oxygenation monitoring in neonatal and head injury care.

## PATENTS

*Cloud computing server interface (US11012509) Jan 2020*

System for collection of data from large numbers of remote IoT sensors into a single cloud server, providing savings in battery consumption, data volume and failed communications.

*Light treatment apparatus (US660974) May 2012*

Design of the CyDen 'Smooth Skin Plus' product, later marketed by Braun as the 'Venus Naked Skin'.

*Control circuit for flashlamps or the like. (WO2009GB50317) Mar 2009*

System for powering flashlamps in applications such as IPL treatment offering reduced component count.

*Apparatus for detecting the presence of skin. (WO2008129324A1) Apr 2008*

A system for detecting that a home use IPL system is in contact with the skin before it can be operated.