

Matthew West

Career History

Information Junction Ltd – 2008 to present

Director

Shell International Petroleum Co Ltd – 2005 to 2008

Reference Data Architecture and Standards Manager

Shell Information Technology International – 2001 to 2004

Principal Consultant – Information Management

Shell Services International – 1995 to 2001

Principal Consultant – Operations & Asset Information Management

Shell International Petroleum Co Ltd – 1990 to 1995

Senior Consultant – Data Management

Shell International Petroleum Maatschappij 1989 to 1990

Senior Technologist – Data Management

Shell UK Oil – 1978 to 1988

Business Analyst – Oil Management Project

Refinery Technologist – Shell Haven Refinery

Career Summary

- Managed the development of Shell's Downstream (oil tanker to petrol pump) Data Model, with 1700 entity types.
- Key technical contributor to Shell's Data Management Guide. The latter was a key input to the development of the Kalido data warehousing and reference data management solution.
- Founding Chair of the European Process Industries STEP¹ Technical Liaison Executive (EPISTLE) the consortium established to develop standards for engineering design data integration and handover and responsible for developing ISO 15926.
- Leading technical contributor to a number of ISO standards including: ISO 15926-2:2003, an ISO standard integration data model for engineering data; ISO TS 18876-1:2003, an ISO standard integration architecture; ISO TS 8000-1 an ISO standard for information quality (in development).
- Developed and delivered comprehensive information management training for Shell.
- Visiting Professor at Leeds University, Chair of the School of Computing Industrial Advisory Board and a speaker at several conferences on data and information management and ontology.

Education & Professional Qualifications

Main Academic Qualifications

1982, Diploma, Management Studies, North East London Polytechnic

1981, PhD, Chemical Engineering, Leeds University

1975, BSc, Chemical Engineering, Leeds University

Professional Qualifications

- Chartered Engineer
- Chartered Scientist
- Chartered IT Professional
- Member of the Institution of Chemical Engineers
- Member of the British Computer Society

¹ STEP: Standard for The Exchange of Product model data. The brand used for many of the standards developed by ISO TC 184/SC4 – Industrial Data.

- Member of the Chartered Management Institute

Competences	Business Skills	Years used
	<ul style="list-style-type: none"> • Analysis • Facilitation • Consultancy • Project Management • Team Leading • Business Case Development 	<ul style="list-style-type: none"> 30+ years 20 years 8 years 5 years 10 years 25 years
	Technical Skills	
	<ul style="list-style-type: none"> • Business Activity Modelling • Data Modelling/ Data Architecture • Information Quality Management • Standards Development 	<ul style="list-style-type: none"> 4 years 20 years 15 years 15 years

Experience

2008 to present: Information Junction Ltd

Director

- Established company and conducted information management projects for clients.

2005 to 2008: Shell International Petroleum Company

Reference Data Architecture and Standards Manager

- Managed the successful development of Version 1.2, 2.0, and 2.1 of Shell's Downstream (oil tanker to petrol pump) Data Model, including the incorporation of the Association for Retail Technology Standards data model, managing a team of ten data modellers, and contributing technically.
- Provided support for projects using the Downstream Data Model.
- Defined standards for IT project deliverables.
- Reviewed IT project deliverables against standards.
- Editor of draft ISO 8000-1 – Information Quality.
- Member of ISO TC 184/SC4 – Industrial Data – Policy and Planning Committee.
- Chair of the Industrial Advisory Board for the School of Computing at Leeds University.

2001 to 2004: Shell Information Technology International

Principal Consultant - Information Management

- Business Information Architect for Supply Chain Management – Management Information and Master Reference Data Streamline Project. Ensuring cross process integration. Streamline is a major project in Shell to globalise business processes and IT systems.
- Development of Core CRM Data Model for Global CRM Project
- Technical lead for the development of ISO15926-2:2003 data model for the

integration and handover of engineering design data from design contractors to owner operators in the process and oil and gas industries.

- Technical lead for the development of ISO TS 18876:2003 Integration of Industrial Data for Exchange Access and Sharing.
- Provide support for the development of Reference Data Management Facilities for Kalido.
- Delivered high value consultancy to the Office of Rail Regulation on Asset Information Management.
- Shell Visiting Professor in the Keyworth Institute at the University of Leeds. Also Campus Ambassador at Leeds. Chair of the Steering Committee for the Undergraduate Programme in International Corporate Leadership (ICLP).

1995 – 2000: Shell Services International, London, UK.

Principal Consultant - Operations & Asset Management (Asset Information Management),

- Took the technical lead in implementing an Engineering Data Warehouse for the Shearwater North Sea Project, which gave £2m of benefits for an outlay of £0.75m within the development phase of the project. This was the first successful project of this type.
- Technical lead for the development of parts of International Standards for Asset Data (ISO 10303 and ISO 15926).
- Provided support to a number of Asset Information Management projects.
- Delivered high value consultancy to the Post Office in Information Management.

1990 – 1995 Shell International Petroleum Company – London

Senior Consultant, Data Management

- Developed significant parts of the Data Management Guide, including “Managing Data Quality”, “Managing Shared Data”, “Naming Standards for Entity Types and Relationships”, “Reviewing and Improving Data Models”, and “Developing High Quality Data Models”. The latter provided the basis for the development of the Kalido data warehousing and reference data management solution. Kalido is now an independent software company.
- Developed the Engineering Data Model for Shell International Petroleum Maatschappij.
- Developed the Exploration and Production Data Model for Shell International Exploration and Production.
- Founding Chair of the European Process Industries STEP Technical Liaison Executive (EPISTLE) the consortium established to develop standards for engineering design data integration and handover and responsible for developing ISO 15926.

- Lead the development of the PISTEP² activity model for the Process Industry.

1989 – 1990: Shell International Petroleum Maatschappij – The Hague

Senior Technologist, Data Management

- Developed a Hydrocarbons Data Model for refinery operations.

1987 – 1988: Shell UK – London

Business Analyst, Oil Management Project

- Undertook business and data analysis for a major subproject of this initiative, that pioneered use of DB2.

1978 – 1987: Shell UK – Shell Haven Refinery, Essex

Refinery Technologist

- 8 years experience as a Refinery Technologist at Shell Haven Refinery, including responsibility for many refinery systems for process supervision, refinery scheduling, and stock management.

Personal Information

Marital status: Married
Nationality: British
Health: Good

Interests and Activities

- Active member of local church
- Sailing, both dinghies and yachts
- Member of the Ontolog Community of Practice, and Chair of the Ontology and Databases stream

Personal Details

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References

Available on request

² PISTEP – The UK Process Industries STEP consortium. A member consortium of EPISTLE.