

# John Morton



John's role is to advise and counsel CxOs, Directors and Business Managers on the capabilities and value of new methods and technologies in providing business enhancing services.

John uses practical enterprise architecture approaches to create and implement large-scale solutions and transformations for a number of Blue Chip companies. John has particular focus on Big Data and High Performance Analytics where data is being used to drive business growth, monetize data and redefine competitive advantage.

John's journey through life includes:

- Former regional CTO for SAS The Business Analytics Company delivering Big data and new analytic solutions
- CTO and Technical Assurance Advisor for the Architecture and governance programme in a major transformation from mainframe and Access based systems to multi-channel, multi-product based architectural components leveraging existing investment. Circa 650M GBP.
- A key leader on the overall Design Authority for the delivery of transformation of all IT systems in the UK National Health Service (NHS) for Southern England and London.
- Innovation director for a Technology company, focussed on healthcare, financial services and retail industry sectors.
- Worldwide consolidation of P&L accounts to allow analytic assessment of grey markets and timely delivery of corporate accounts.
- Rationalisation of Global MIS and data warehousing systems from over 40 separate data systems to three key information platforms.
- Technology and business operational consolidation of three major UK retail banks.
- Worldwide CRM architecture for a Mobile Telecommunications company.
- Managing and leading the Architecture Team and defining the IT Strategy for Central Government Revenue Management and accounting including call centre consolidation, channel specification for customer self-service covering WAP, SMS, internet, iDTV, mobilization.

John holds a BSc degree in Astronomy and Mathematics. He is a Fellow and Chartered IT Practitioner with the Chartered Institute of IT (British Computer Society), a European Engineer with Feani, and a Chartered Engineer.

To listen to Stephen Ibaraki interview John Morton click [here](#) .