



Tom Raftery
Technology Communicator

Tom Raftery B.Sc

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Profile

Tom Raftery is an entrepreneur, a communicator and high profile Social Media champion. Director of a hyper energy-efficient data centre, advisor to an energy management company, and owner of the highest subscribed blog in Ireland, Tom Raftery is a versatile technologist and communicator with a strong business focus.

Entrepreneur

- Zenith Solutions, and Cork Internet eXchange

Zenith Solutions was a software company specialising in web application development

- Co-founded Zenith Solutions in 1995 and ran it until 2002
- Co-Founded Cork Internet eXchange in 2006 and currently a director

Communicator

- Cork Internet eXchange

Cork Internet eXchange (CIX) is the first professional data centre in Ireland outside of Dublin. CIX is a critical piece of infrastructure for the Cork region

- Devised and grew the CIX marque using the social media toolset
- Blogged the build of the data centre (the first blog of a data centre build)
- Created a USP around hyper energy-efficient data centres
- Spoke at international conferences on green issues and energy demand management

- it@cork

it@cork is a not-for-profit IT professional's networking organisation

it@cork is a vital vehicle for IT professionals to share information and raise the profile of Cork as a centre of excellence for technology

- Grew the profile of it@cork using a combination of blogging, podcasting and organising high-profile international tech events. Membership jumped from 70 companies to 300
- Chaired committee responsible for bringing globally respected speakers to Cork
- Organised and chaired the first Web 2.0 conference in Ireland
- Put together Ireland's first events around business uses of blogging, podcasting and RSS



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Social Media Champion

- Tom Raftery IT

Established Social Media consultancy Tom Raftery I.T.

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- Created the award-winning blog Tom Raftery's Social Media (highest subscribed blog in Ireland)
- Setup and ran the first business blog training series in Ireland
- Produce PodLeaders.com, a highly influential audio and video podcast
- Regularly blog about social media tools for business
- Social software consultancy to high-potential startups as well as more established multi-national companies
- Organise and speak in international conferences

Event/Conference Organiser

- Chair of organising committee of it@cork Technology in Business Conference 2007
- Organiser and Co-Chair BlogTalk 2008
- Member of Advisory Board of 2007 Web 2.0 Expo in Berlin
- Member of organising committee of it@cork Technology in Business Conference 2005 and 2006
- Organised and chaired the first Web 2.0 conference in Ireland (June 2006)
- Conducted first Blogging for Business event in Ireland (June 2005)
- Ran first RSS events in Ireland (October 2005 and March 2006)
- Set-up and ran the first Business Blog training series in Ireland (September 2006)
- Arranged the first Podcasting for business event in Ireland (Feb 2007)

Recent/upcoming Speaking Engagements

Delivered Keynote address at Web 2.0 Expo in Berlin

Keynote at HostelWorld conference

Spoke at Reboot 9.0 in Copenhagen

Presented at ReMix 07 in Madrid

Spoke Le Web3 in Paris Dec. 2007

Speaking at the Irish Software Association's annual conference in Dublin Feb 2008

Talking at the Irish Web Developer's Conference in Dublin Feb 2008

Presenting at Plugg in Brussels in March 2008

Keynoting at ExpertZone in Stockholm in April 2008

Presented at various it@cork events and Barcamps

Jurist on the international start-up competition Startup 2.0



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Career Summary

2006-Now: Co-Founder and director Cork Internet eXchange

Built CIX with two fellow directors, in Cork. Devised the idea of a hyper energy-efficient data centre, handle all the marketing and communications (including speaking at high profile international conferences), and negotiate with customers and suppliers

2007-Now: Advisor to SynergyModule

Strategic advisor to an Energy Demand Management (EDM) startup company SynergyModule.

2004-Now: Principal, Tom Raftery I.T. and PodLeaders.com

Setup a Social Media consultancy – Tom Raftery I.T. and developed an associated award winning (Irish Blog Awards 2006) blog at tomrafteryit.net and a highly successful podcast at podleaders.com as promotional tools for the consultancy.

04/02-12/03: CTO, Chip eServices Ltd.

Spearheading the software development team building a suite of post-sales, service logistics web applications, managing the IT infrastructure and strategised the migration to a hosted web application delivered over a suite of web services.

01/95-04/02: MD/IT Manager, Zenith Solutions Ltd.

Managed a software development company involved meeting with and wooing prospective clients, managing their development projects and finally ensuring the delivered product exactly met their expectations. Managing budgets, HR and payroll.

01/92-01/95: Contract trainer and developer , Horizon Group

Developed database systems both for clients of Horizon and for in-house ISO quality systems and trained Horizon's corporate client base.