Kevin Clubb

Head of AI and Automation

Governance first. Build second.

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PROFILE

I started out in finance and purchasing in 1996, then served in the Royal Navy from 2000 to 2005. I am a veteran. After the Navy I went back into finance, then moved into retail technology, where I have spent close to twenty years.

I have led business analysis and delivery on three technology transformations: Matchesfashion, ASOS and Impact Food Group. Each one replaced the systems a business runs on. Each one taught me the same thing: the technology is the easy part. The hard part is agreeing the rules. Who owns the data, what good looks like, who can use it, and for what.

So I put governance first. At Impact Food Group I helped build the data team from scratch, and I am now building the AI and automation team to deliver a four-year plan. A big part of my job is AI enablement: making sure people have the right tools to do their day jobs better.

Where I add the most is in the relationships between business and technical teams. I understand what the business needs, I can shape the solution, and I can translate it so a technical team can build it.

HIGHLIGHTS

20+
years in delivery
Retail, Hospitality, Finance

3
technology transformations
Matchesfashion, ASOS and Impact Food Group

15
months
To take a data platform from start to live

5
years Royal Navy
2000 to 2005. Now a veteran.

7
professional certifications
ISEB business analysis, PRINCE2 and Aha! product management

EXPERIENCE

Impact Food Group

Jan 2025 to Now

Head of AI and Automation, previously Senior Business Analyst

Technology transformation 3 of 3: Data platform and AI adoption

I joined towards the end of phase one of a programme to deliver a modern data platform and give the leadership team the insight to scale. I now lead AI and automation: the team, the plan and the tools.

- Helped build the data team from scratch, and the data platform behind the business's digital transformation.
- Now building the AI and automation team to deliver a four-year plan, with AI and automation specialists, senior automation engineers in DevOps, and agency support.
- Lead AI enablement, so people have the right AI tools for their day jobs, from Claude, ChatGPT and Gemini to scheduled skills and automations.
- Put governance first, with AI policy, GDPR and data residency built in from the start.

`Claude · ChatGPT · Codex · Gemini · n8n · Power Automate · Snowflake · GitHub`

ASOS

2015 to 2024

Senior Business Analyst

Technology transformation 2 of 3: Five-year Oracle ERP programme

Recruited for a five-year transformation of the Commercial Technology platform, implementing an Oracle ERP suite across several technology estates.

- Principal Business Analyst for global pricing across commercial and digital platforms. Shipped the global pricing model.
- Led cross-platform end-to-end and UAT testing for the Oracle transformation.
- Led the integration of Arcadia's B2B wholesale business into ASOS after the acquisition.
- Set up the Agile ways of working that delivered a PLM implementation.

`Oracle Retail · Agile · BPMN · UAT`

Matchesfashion

2013 to 2015

Senior Business Analyst and Product Manager

Technology transformation 1 of 3: Merchandising, POS and e-commerce replacement

Owned the market scan and replacement of a legacy merchandising system, an outdated POS and a bespoke e-commerce platform, then built the in-house teams to run alongside the implementation partners.

- Wrote the RFI and RFP that selected Microsoft Dynamics NAV as the core retail system.
- Principal Business Analyst on the Dynamics NAV transformation, and owned the Dynamics to SAP Hybris integration end to end.
- Built an iOS team that delivered a mobile purchase order app and the Hybris consumer app.
- Delivered the retail transformation MVP within 18 months, from selection to go-live.

`Microsoft Dynamics NAV · SAP Hybris · iOS`

Aurora Fashions

2010 to 2013

Product Manager

Managed products across the group's UK and EU brands, with a focus on cutting time to checkout in the store network.

- Rolled out mobile POS across UK and European stores for Oasis, Warehouse and Coast.
- Ran a proof of concept for mobile in-store payments with Verifone and PayPal.
- Opened a clearance channel for Karen Millen on eBay.

`Mobile POS · Verifone · PayPal · eBay`

BHS

2006 to 2010

Ecommerce Business Analyst

Where I became a business analyst.

- Moved from managing capital and revenue expenditure into business analysis, earning the ISEB diploma along the way.
- Owned the backlog for the furniture business.
- Ran ePOS and e-commerce testing, data modelling and process mapping.

`ePOS · E-commerce · BPMN`

Royal Navy

2000 to 2005

Veteran

Finance and purchasing

1996 to 2000

A variety of finance and purchasing roles

SPECIALISMS

Bridging business and technology. I understand what the business needs, shape the solution, and translate it so a technical team can build it. The relationships on both sides are where I add the most.

AI governance. Policy and guardrails, with GDPR and data residency designed in.

AI enablement. The right AI tools in people's hands, so their day jobs get easier.

Skills and automation. Skills built, deployed and scheduled, plus automations that take repetitive work off people.

Vibe coding to production. Prototypes in hours with Claude and Codex, shipped through deployment pipelines.

Building digital teams. Data, AI and automation teams built from scratch and sized to the plan, with agency partners where they help. I build the teams that build the platforms.

TOOLKIT

FRONTIER AI	Claude, ChatGPT with Codex, Gemini, Copilot
AI IN PRACTICE	Claude, Claude skills, Scheduled skills, Artefacts, Claude Code, Codex, MCP, Prompt engineering, Vibe coding
AUTOMATION	n8n, Power Automate, GitHub, GitHub Actions, Deployment pipelines, Cloudflare
GOVERNANCE	GDPR, Data residency, AI policy, Data contracts, Human review
DATA	Snowflake, SQL, Medallion architecture, Power BI, Metabase
DELIVERY	Agile, Scrum, BPMN, Jira, Confluence, Azure DevOps, PRINCE2

CERTIFICATIONS

Aha! Product Management Pro	2024
PRINCE2 Foundation	2012
ISEB Business Analysis Essentials	2009
ISEB Modelling Business Processes	2009
ISEB Advanced: Agile Business Analysis	2017
ISEB Organisational Context	2010
ISEB Requirements Engineering	2009