

# DR ALAN JAMES

## PARTNER, EXPERT ALLIANCE

### Profile

Operating since 2002 through his consulting vehicle, Expert Alliance (expall.com), Dr Alan James is an exceptional business leader with broad strategic experience of leading major projects and complex business innovations. His skills include:

- **defining** projects ranging from local initiatives to multi-billion dollar infrastructure;
- **refining** their business, funding and policy proposals;
- **developing** their promotion, marketing and brand strategies; and
- **communicating** their policy, political and commercial cases at the highest levels of Government and business, with vision, precision and authority.

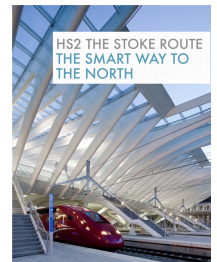
Alan has experience of presenting and negotiating in person with Heads of Government and Board leaders of multinational businesses. His experience since the start of the 21st Century includes the major roles listed below.



### Vice President Worldwide Business Development Virgin Hyperloop One.

Established worldwide sales activity for the 1,080 km/h transport system originally proposed by Elon Musk in 2013 and demonstrated as a full-scale, fully functional prototype, by Virgin Hyperloop One in 2017. Lead point of contact for Governments and businesses from Australia to Finland and from the Netherlands to Canada.

**Project Director HS2 - The Stoke Route.** Lead adviser to a city-driven project to enable the UK's High Speed 2 railway to serve more cities, to save £5 billion capital cost, and to allow services to start 7 years earlier than planned. This project secured high speed rail services to the City of Stoke-on-Trent, which would otherwise have been bypassed, and its economy severely damaged by, the first domestic high speed railway to be built in Britain.



**CEO UK Ultraspeed.** Instructed by Siemens and ThyssenKrupp, initiated and led project development for the 311mph maglev alternative to 186 mph conventional rail High Speed 2. Role included direction, leadership and P&L sign-off for the multi-million planning and promotional phases of the Western world's most highly developed business case for 'next generation' ground transport.

### Current Focus: Investing, Innovation & Advocacy

Leveraging his experience at the (often complex) intersection of advanced technology, innovation and finance, Alan invests in a rigorously-selected portfolio of companies with the potential and the products to bring about major transformations. He focusses mainly on companies transforming healthcare from the treatment of illness to the promotion and preservation of wellbeing, and on GreenTech businesses leading the drive towards net zero emissions.



### Institute of Directors: Ambassador for Transport and Infrastructure

Alan serves in this role for the IOD's Yorkshire and North East region. With major projects such as HS2 and Northern Powerhouse Rail on the horizon, it is essential that the infrastructure the UK builds in the next decade will be fit for the next 100 years.

### How To Electrify Your Life, Save Loads of Money & Save The Planet Too

On the domestic scale, Alan publishes [electrifylife.co.uk](http://electrifylife.co.uk) to provide practical information on 'going green' by means of smart generation, storage and consumption of electricity in the home and in electric vehicles.



Dr Alan James: Skills Overview

Alan has proven ability to direct teams spanning strategy, engineering, finance, policy/ politics & communications. He is known for elegant and economical presentations to decision-makers at the highest levels of Government and business, distilling complex commercial and technical information into clear, concise and costed proposals.

He is also experienced in harnessing broadcast and print media to communicate with the public. He is an award-winning presenter, an inspiring team leader, and a Freeman of the City of London.



In the transport, infrastructure and strategic projects field generally, Alan has the experience required to lead and/or advise upon the development process for major projects from initial concept definition and economic benefit analysis, through demand, service and revenue modelling, into capital costing and project finance negotiation (including PPP), and on into detailed planning for construction and operation. Given his extensive leadership experience in hyperloop, maglev and conventional wheel-on-rail high speed rail systems, he is the world’s foremost expert in the comparative costs, benefits, economics and planning of very high speed transport systems.

From his experience promoting the fastest transport systems on earth, Alan has strong awareness of the vital importance, to both society and business, of optimising carbon economics of any undertaking, and of maximising its wider environmental benefits.

Languages	Near bi-lingual in German. Fluent French, currently a little rusty. Basic Italian.
Media	Multiple broadcast, print, online and in-person appearances re hyperloop, maglev and high speed rail. Briefed and directed media agencies to generate specialist and general public press coverage.
Diplomacy	Negotiated with Heads of Government, Ministers and key Civil Servants, and contributed evidence to parliamentary enquiries, etc. Fully familiar with the protocols and confidentiality requirements of such activities.
Clearance	HMG ‘SC’ Security Clearance

Consulting Experience

Alan set up Expert Alliance in 2002 as a boutique consulting practice to supply his advisory and leadership services direct to clients. The practice also maintains a roster of experts in various disciplines whose specialist services are deployed under Alan’s leadership and direction when required for specific assignments.



A wide range of consulting assignments beyond the transport sector has given Alan extensive international experience and a broad range of strategic skills. A PhD education provides the analytic foundation for his business leadership style of vision, precision and authority, which he complements by a hands-on, pragmatic approach to ‘getting the job done’ cost-effectively.

Private sector roles have ranged from hard project execution in Africa, through B2B and B2C product development, to brand and service development in the tourism industry, through to ICT.

Public sector work has focussed on ‘location-building’ – spanning economic development, regeneration and inward investment disciplines to create, capture and communicate competitive advantage for cities, regions and countries.

To illustrate the scope of these assignments, a selection of Alan’s consulting roles is presented on the next page, in approximately reverse chronological order.



**2015 - 2018 Vice President Virgin Hyperloop One.**

With projects spanning the globe from Finland to Australia, Alan was the primary contact for cities, regions and countries seeking to revolutionise their transport and economic competitiveness with Hyperloop One networks, operating at speeds up to 300 metres per second (1,080 km/h or 671 mph). In Europe, Alan led the company's engagement with the EU and the Governments of Member States where hyperloop projects are proposed.



**2014 - 2015 Project Director: Foreign and Commonwealth Office (FCO)**

Commissioned by the Chief Executive of FCO Services, Alan provided strategic advice on improving the efficiency of the UK Government's Diplomatic Service.



**2013 - 2015 Project Director: HS2 - The Stoke Route**

Lead adviser to a major project, instructed by Stoke-on-Trent City Council, to redesign Phase 2 of the UK's planned high speed rail network. The key outcome, secured by this project, was to ensure a high speed rail service for the city, which would otherwise have been bypassed and its economy damaged.



**2010 - 2013 Project Director: PZ Cussons Int'l Ltd: Manchester/Lagos**

Role included defining and leading delivery of a £50+m JV capital project and associated consumer product launch, in Nigeria, one of the world's most dynamic, but difficult, business environments. Included developing the business case to manufacture UNICEF's famine-relief foodstuff close-to-use in Africa, rather than import. Also led on global location search / tax optimisation for IP domiciling and R&D activities.

**SIEMENS**



**2003-2010 CEO: UK Ultraspeed**

Funded by Siemens AG and ThyssenKrupp, Alan had sign-off authority and P&L responsibility for the multi-million pound business planning and promotional phase of a strategic maglev project with an out-turn value of  $\pm$  £30 bn. Role included presentation of at Heads of Government level, development of a full PPP business case and spearheading influencer and public communications.



**2002: Project Lead: National Rail Academy & Strategic Rail Testing Centre**

Instructed by a public sector consortium, Alan led a team which developed the business, policy and political cases for a UK National Rail Academy [NRA]. Alan also led the related study of a potential National Strategic Rail Testing Centre, to break the commercially and politically damaging 'log jam' of expensive new trains unusable for want of acceptance certificates.

Alan presented this proposal to Ministers. Both proposals became UK Government policy with publication of the Strategic Rail Authority's ten year Strategic Plan. Taken forward as the Centre for Rail Skills, NRA was selected as the first specific initiative to be headlined at the public launch of the Plan



### Nuclear Decommissioning Authority [NDA]

Recognising the strength of Alan's work in developing the National Rail Academy, an NDA task force commissioned him to advise on a nuclear skills-building and skills retention system. Alan recommended an industry-owned, Government-regulated Nuclear Skills Passport, designed to ensure that an auditable system of safety-critical skills withstands the pressures of fragmentation as contractorisation is introduced to the sector. Several core recommendations have been implemented.



### European Union for the Government of Poland

As part of a team funded by the EU PHARE programme, Alan authored the National Tourism Product Development Strategy for the Polish Government. This mapped the industry for 1997–2005 and beyond. It included a Brand Development Programme for the Polish tourism industry, and policy advice on establishing a dedicated Tourism Investment Fund, bringing together state funding guarantees and commercial bond funding. This was 'sharp end' consulting, conducted against a background 100,000 job losses and catastrophic decline as Poland's formerly communist (and grotty) tourism industry was opened to global competition.



### Eurotunnel

Commissioned by Eurotunnel, Alan delivered a strategy for major commercial development in Ashford to support the company's property & traffic strategies.



### Alfred McAlpine plc

Lead consultant on the creation of a new industry in 'sustainable stone', recycling the 300 million tonnes of waste by-products of the Victorian slate mining industry in Blaenau Ffestiniog, as a replacement for virgin aggregate in contemporary building projects. Alan's work here laid the foundations for an EU Objective 1 funding bid.



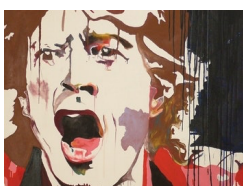
### Vinopolis City of Wine

Commissioned by the owners and promoters of one of London's largest indoor events venues, created in Victorian railway arches in Central London, Alan advised on the business plan and on co-using 'live railway' property assets for new uses.



### Invest Hong Kong

Working to support the PwC team advising HK's new inward investment agency, Alan led a research project to define HK's locational advantages for a number of key global industries and made recommendations on how best to communicate those advantages to inward investment decision-makers.



### Mick Jagger Centre

Advised on successful Lottery fund bid for a music/performance centre at Mick Jagger's former school in Dartford. Involvement included attending formal opening by Mick Jagger, which was memorable for a seductive pas de deux danced by Mr Jagger and ballerina/broadcaster Deborah Bull, representing the funding body.

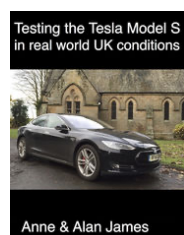




PhD	1988	Thesis analysed how German wartime systems (notably the V2 rocket and cybernetics) evolved into the key technologies of the Cold War.
MA	1986	Thesis on centre/periphery economics and the changing relationship between cities, regions and countries in the then newly-emerging global economy.
BA	1985	English with German in the School of European Studies.

## Publications and Media

Alan has published for both technical and public audiences. A selection is illustrated below. eBook and PDF versions are available to download at [expall.com/publications](http://expall.com/publications)



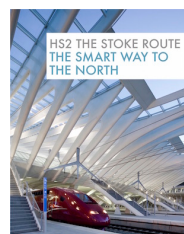
### Testing the Tesla Model S in the Real World (with Anne James)

An extended test of the world's most advanced electric car on UK roads, including comparative financial analysis of its costs and benefits versus conventionally-powered cars, taking into account UK tax breaks and other incentives for electric vehicles pertaining at the time of the test in 2014.



### The PHEV Factbook

A detailed analysis of the real world performance, costs and benefits of owning and operating a Plug-In Hybrid Vehicle (PHEV) based on data gathered over 10,000 miles. Includes analysis of the impact of UK tax breaks and incentives for electric vehicles on whole-life cost of ownership..



### HS2 The Stoke Route: the Smart Way to the North

The business case for routing the Birmingham to Manchester section of the UK's proposed North:South high speed railway through Stoke-on-Trent, delivering more economic growth for less capital cost than any other scheme. Published by Stoke-on-Trent City Council.

In March 2015, the Department for Transport confirmed that HS2 trains would serve the city of Stoke-on-Trent when the line opens in 2026 - 2027.



### UK Ultraspeed Factbook

This publication is the business case for the proposed 500 km/h (311 mph) maglev strategic transport network for Britain. Alan served as CEO of UK Ultraspeed, the company established to develop the proposal to deploy the Transrapid magnetic levitation system in Britain. This document provides the detail behind the strategic business, policy and financial case Alan and his team put to the Prime Minister and others.



### The North Tyne Bike Ride Guide

In his leisure time, Alan is a keen cyclist. He wrote this comprehensive guide to Northern England's cycling paradise on the rural backroads either side of Hadrian's Wall in Northumberland. The book includes fully detailed route descriptions and gradient profiles derived from metre-by-metre GPS traces, plus fully interactive mapping and Google Earth and Streetview integration.