MARK NORTH

markscv.com

AI EDUCATION & ADOPTION

People leadership. Practical AI. Useful learning.

London / Essex | 07917 378 373 | mark@peopleteamai.com

THE FOCUS

Practical AI learning

Champion development

Workflow discovery

Responsible use and verification

Adoption and measurement

HOW I BUILD

Claude Code and Codex for hands-on development.

Diagnose the work, define human oversight, test the output and improve.

RESEARCH & COMMUNITY

201 tasks analysed across nine People roles.

People + AI
Weekly newsletter with 3,100+ subscribers.

35,000+
LinkedIn followers.

EXPLORE THE WORK

markscv.com

GitHub: londoncoding

LinkedIn: markdavidnorth

PROFILE

People and Talent leader with 20+ years' experience, combining international leadership and technology implementation with practical AI education and product development. Trained AI Champions at BCB Group and developed People Team AI, TransformLayer and a trainer rehearsal MVP.

AI EDUCATION & APPLIED PROJECTS

People Team AI

Applied AI learning and capability development

- Developed learning across AI foundations, delegation, workflow design, leadership and Champions, with reusable workshop and facilitator materials.
- Built learning around diagnosing work, human oversight, testing outputs and making evidence-based decisions.

TransformLayer

AI use-case and programme management

- Developed a platform connecting AI ideas, diagnosis, triage, approvals, pilots and measured results, turning adoption requirements into a practical product.

Rehearsal Room

Learning and rehearsal MVP · In development

- Developed and tested a trainer rehearsal tool with editable packs, typed rehearsal, speaker cues and recall practice, plus optional Claude feedback.

InsideFooty & PunditPilot

Independent passion projects

- Built InsideFooty with parent-controlled player access and access-control test scripts, using AI-assisted development.
- Built PunditPilot with external football statistics, caching, request-budget controls and Claude-generated match briefings.

APPLIED INSIDE A BUSINESS

BCB Group

Global Talent Acquisition Lead | 2025–2026

- Trained internal AI Champions, helped plan People-team projects and contributed to the AI Committee in a regulated digital asset and payments business.
- Built a Slack office-attendance tool with reporting and a dashboard, plus a competitor hiring market-mapping tool.
- Helped plan an HR intranet improvement after limited engagement with a text-heavy Confluence experience.
- Led hiring across the UK, UAE, France and South Africa; reduced agency spend from approximately £450,000 to zero.

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EXPERIENCE, DELIVERY & IMPACT

AI education and adoption / People and Talent leadership

SELECTED IMPACT

306

Hires in 13 months
OneFootball

39%

Reduction in time to hire
Orbital

£460k+

Agency fees saved
Orbital

TOOLS & SYSTEMS

AI & development
ChatGPT, Claude, Claude Code, Codex, Lovable.

Application work
Next.js, TypeScript, external APIs, authentication and row-level access controls through AI-assisted development.

Business systems
Greenhouse, Teamtailor, Lever, Recruitee, Humaans, HiBob, BambooHR.

PROFESSIONAL COMMUNITY

Advisory Board Member
The FIRM, 2019–2021.

Continuous AI learning since ChatGPT launched: LinkedIn Learning, self-directed study and building applications.

PEOPLE LEADERSHIP & TECHNOLOGY IMPLEMENTATION

Orbital

Global Head of Talent Acquisition | May 2023–Jun 2025

- Built the TA function after a Series A raise, delivering 80+ experienced hires across technology, data, product, risk, compliance and business services.
- Saved £460,000+ in agency fees and reduced time to hire by 39% through direct sourcing and data-led decisions.
- Implemented recruitment technology alongside HiBob, including Teamtailor, Talent Wall and assessment tools; supported manager training, onboarding and reporting.

OneFootball

Global Head of Talent | Oct 2021–Mar 2023

- Led and retrained a TA team of up to 12, delivering 306 hires in 13 months across four countries.
- Reduced the annual TA budget from £1.2m to approximately £250k. Cut engineering/data time to hire from 80.9 to 46.3 days, and commercial from 75.5 to 29 days.
- Integrated Lever, BambooHR and the careers site; introduced scheduling, sourcing and dashboard tools, and simplified technical interviews with the CTO.

Morressier & ZigZag Associates

Global Talent Manager contracts | Oct 2020–Oct 2021

- Hired engineering, data, product and consulting talent internationally. Implemented Teamtailor, operating procedures and interview toolkits, improving visibility for managers.

Made Tech

Talent Acquisition Lead | Jul 2019–Apr 2020

- Built technology delivery teams within 4–12 weeks of major client wins. Implemented Recruitee, produced leadership reports and supported a programme for women in engineering.

DCK Group

Talent Acquisition & External Communications Manager | Apr 2018–Jul 2019

- Led recruitment across the UK, Ireland and US. Implemented Recruitee and trained hiring managers across head office and field teams.
- Reduced cost per hire by 97.6% in six months, year on year. Won the 2018 Inspire Award for Excellence.

EARLIER EXPERIENCE

Pro-Tax, 2011–2016: Head of Partner Search / Senior Consultant. Senior and Partner search in professional services; trained and supervised consultants and graduates.
United London FC, 2016–2018: Founder. Raised £100k+ and grew a 40,000+ social following.
MSXI at Ford of Britain, 2008–2011: Recruitment Manager.