

Well Street's CV Inspiration Guide



Brook Line, Director

"Putting together a CV at senior level isn't easy. For IT and change leaders, the challenge is often less about listing responsibilities and more about striking the right pitch and showing the scale of what you've led, the outcomes you've delivered and value you bring. This sheet is here to give you a few pointers and sparks of inspiration as you shape your own CV."

Section 1: Profile - When writing your profile you may want to include the following

	Checklist
Sectors / Domains: <ul style="list-style-type: none"> Retail (example) Manufacturing 	
Unique Selling Points (USPs): <ul style="list-style-type: none"> Digital Transformation Mergers & acquisitions 	
Known for / Brought in for: <ul style="list-style-type: none"> Helping organisations transform through building high performing and scalable technology departments 	
Passions: <ul style="list-style-type: none"> People engagement and getting the most out of teams 	
Type of Leader You Are: <ul style="list-style-type: none"> Collaborative Outcome-focused 	

Sample Profile:

A collaborative, outcome-driven technology leader with a track record of delivering large-scale digital transformations across retail and manufacturing. Brought in to enable growth and M&A integration through building high-performing, scalable technology functions. Recognised for driving measurable business outcomes, strengthening operational resilience, and engaging teams to deliver at pace.

Section 2: Job Details - When writing about your experience you may want to include the following

Company: <ul style="list-style-type: none"> Well Street 	
Company Info: (size, scale, product/service, turnover) <ul style="list-style-type: none"> 2000 employees 6 sites across the UK CV manufacturer £1 billion £50m Budget 	
Dates (MM/YYYY – MM/YYYY): <ul style="list-style-type: none"> 2010 – present 	
Title(s): Chief Information Officer	
Reporting To: CEO	
Business Problem / Why You Were Brought In: <ul style="list-style-type: none"> Cyber attack lost the organisation £millions, I had joined to rebuild and help get the organisation profitable again 	
Key Deliverables / Big-Ticket Items: <ul style="list-style-type: none"> Established Security Function Delivered cost optimization programme 	
Business Outcomes / Metrics: (£, %, time saved, improved quality, reduced risk, etc.) <ul style="list-style-type: none"> Savings of £10m Opex Achieved NIST Level 3 maturity; reduced risk profile and enhanced cyber insurability 	

Sample Experience:

Well Street, London

Chief Information Officer

2010 – Present

CV manufacturer with 2,000 employees, six UK sites and £1bn turnover; reporting to the CEO with responsibility for a £50m technology budget and 50 FTE.

Brought into Well Street following a major cyber attack that cost the organisation millions, and tasked with rebuilding resilience and restoring profitability.

- *Established a dedicated security function, embedding best practice and driving cyber maturity to recognised standards. Elevated cyber posture to NIST Level 3, significantly reducing organisational risk and enhancing insurability.*
- *Designed and delivered a cost optimisation programme, streamlining operations and maximising value from the technology estate. Achieved £10m annual Opex savings through consolidation, renegotiation, and smarter sourcing.*

About Well Street

Well Street is a candidate-centred recruiter and a trusted partner to digital, technology and change leaders. The idea of Well Street is to build amazing relationships before any sort of transactional discussion is ever had.

We work with individuals who want an advocate who cares about their story and will support them in their search. We can't always find you a role, but will always help you find someone who can.

In return, the Well Street network grows and from time to time, candidates become clients, but this is never expected. There are no sales tactics or empty promises, just friendly support. My values are crystal clear: Care, Connect, Create.

What do we do?

1. Leadership & Retained Assignments

Well Street is skilled in recruiting leaders from Senior Management up to Director and CxO level. This includes permanent and interim assignments.

2. Specialist Recruitment

A leader is only as good as the team around them. Well Street partners with leaders to build high-performing teams of contract and permanent specialists, ready for success.

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<https://calendly.com/brook-well-street/virtual-meeting-15-mins>