

[Joshua] Dominic Ainsworth



OPERATIONS & SYSTEMS SPECIALIST
-
DIGITAL WORKPLACE & BUSINESS ANALYST
-
DRIVING COMPLIANCE IN CONSTRUCTION

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Professional Profile

A technically focused operations, CRM, and systems professional with a strong foundation in construction, waterproofing, and compliance-led environments. Experienced in business analysis, process mapping, and the development of digital systems that improve operational clarity, governance, and cross-functional collaboration.

Specialising in Microsoft Dynamics 365, SharePoint, and Product Information Management (PIM), with experience designing workflows, gathering requirements, defining system architecture, and translating operational needs into scalable digital solutions. Proven ability to bridge the gap between technical teams, commercial functions, and IT, ensuring systems align with real-world business processes and compliance requirements, including CCPI and Building Regulations.

Experienced in leading digital workplace initiatives, CRM optimisation projects, and internal platform development across construction and manufacturing sectors. Skilled in workflow design, user story creation, data structure planning, onboarding, technical documentation control, and driving adoption of Microsoft 365 and Dynamics-based solutions across teams.

Key Skills

Business Analysis & Systems Design

Translating operational and commercial requirements into structured workflows, scalable system processes, and practical digital solutions.

Product Information Management (PIM)

Designing structured product data frameworks and governance processes to support accurate, compliant, and connected information management.

Digital Workplace Implementation

Implementing Microsoft 365 and collaborative digital platforms to improve visibility, ownership, communication, and operational consistency.

Cross Functional Project Leadership

Leading collaboration between operational, technical, commercial, and IT teams to deliver structured systems, process improvements, and business change initiatives.

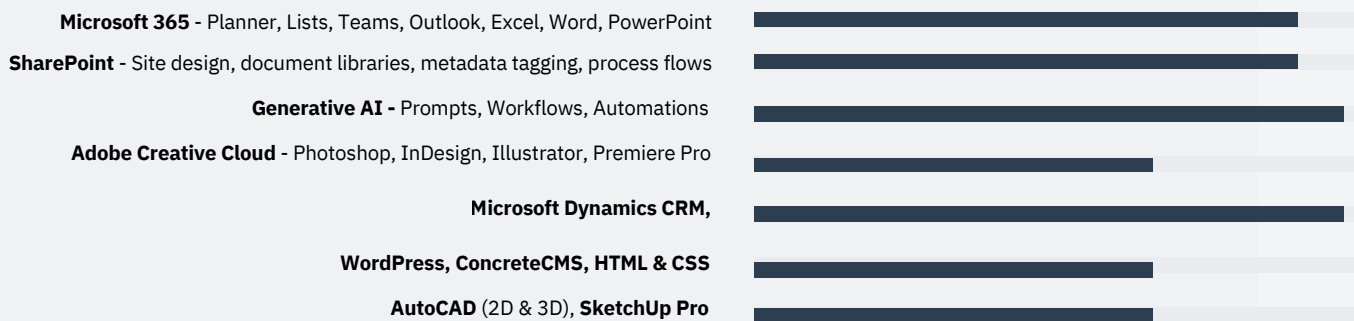
Process Improvement & Compliance Alignment

Improving operational efficiency while ensuring alignment with CCPI, Building Regulations, and internal governance standards.

CRM & Business Systems Optimisation

Supporting and improving Dynamics 365 CRM processes, workflows, data structures, reporting, and cross functional system adoption.

Software Proficiency



Professional Experience

Global CRM & AI Product Analyst

Anpario plc | Jul 2025 – Present

Working within the IT and business systems function to support the ongoing development, optimisation, architecture, and global adoption of Microsoft Dynamics 365 Sales Enterprise across an international manufacturing organisation. The role focuses on aligning CRM processes with operational and commercial requirements across multiple international regions, sales structures, distributor networks, and multiple routes to market.

Working across cross functional and international teams, supporting collaboration between Sales, Marketing, Business Development, Operations, and IT to improve process consistency, reporting visibility, data governance, and overall system effectiveness. Involved in both day to day CRM support and wider business transformation initiatives, helping bridge the gap between operational teams, technical systems, and long term digital strategy.

Alongside CRM responsibilities, supporting the company's wider AI adoption strategy through the development of governance policies, internal guidance, learning resources, and user enablement initiatives to ensure AI technologies are introduced in a structured, secure, and commercially practical way across the business.

- Supporting the management, optimisation, and ongoing development of Microsoft Dynamics 365 Sales Enterprise across international business functions.
- Carrying out business analysis, solution design, and CRM architecture activities to support the development of scalable processes, custom entities, workflows, and data structures aligned to differing regional sales models and routes to market.
- Working closely with global Sales, Marketing, IT, and Business Development teams to capture requirements, map workflows, identify operational gaps, and improve CRM usability, process consistency, and data visibility.
- Leading and supporting CRM related projects including workflow optimisation, reporting improvements, operational process standardisation, and user adoption initiatives.
- Supporting the design and development of custom CRM entities and processes within Dynamics 365 to better reflect distributor led sales activity, long cycle commercial opportunities, and differing operational workflows across international regions.
- Carrying out As-Is and To-Be process mapping, stakeholder engagement, requirements gathering, and structured user story creation to support CRM development and operational transformation initiatives.
- Collaborating with international stakeholders, external CRM development partners, and internal IT teams to coordinate development activities, testing, process refinement, and scalable CRM solutions aligned with business objectives.
- Supporting CRM reporting and business intelligence initiatives through improved data governance, structured data processes, and integration with Power BI and Microsoft Dataverse.
- Supporting the introduction and governance of AI technologies across the business, including the development of AI usage policies, responsible usage guidance, and internal AI learning resources.
- Delivering user support, onboarding, training, and guidance across international business teams to improve adoption and confidence in the use of Dynamics 365, AI technologies, and associated Microsoft business platforms.





Senior Technical Project & Operations Coordinator

Langley Waterproofing Systems | Apr 2024 – May 2025

A senior and core member of the Technical Operations team, supporting project delivery, technical coordination, and the digital transformation of internal systems.

- Developed and maintained the Technical Knowledge Hub on SharePoint, collating key documents and technical data into structured, accessible system pages. Maintained version control and ensured compliance with CCPI and internal standards.
- Led the business analysis and process design for a new Product Information Management System (PIMS). Mapped out current ('As-Is') workflows across teams, created user stories in DevOps, and defined the required system architecture, including metadata, access levels, approval steps, and publishing rules.
- Supported the Technical Director by managing task boards in Microsoft Planner and Project, tracking progress of technical initiatives, and ensuring task clarity and accountability across departments.
- Designed and delivered a consistent new starter onboarding process for Technical staff, introducing digital tools, workflows, and compliance expectations. Created induction materials and ran onboarding sessions regularly.
- Delivered cross-functional projects, acting as a bridge between technical, marketing, IT, and sales teams, ensuring content readiness, brand alignment, and system consistency.
- Rolled out and embedded Microsoft 365 tools including SharePoint, Planner, and Lists into daily team use, promoting a collaborative and Digital Workplace culture.

Technical Services Manager - 12 Month Contract, Maternity Cover

Axter Ltd, Ipswich | Mar 2023 – Apr 2024

Running Technical Operations, leading the overhaul of technical documentation processes and digital systems to improve compliance, accuracy, and customer experience at a major UK waterproofing manufacturer.

- Designed and implemented a new Digital Asset Management (DAM) system to centralise technical files, specifications, and approvals. Ensured documentation could be accessed efficiently across departments while meeting CCPI and Building Regulations standards.
- Developed and managed the documentation structure for NBS Chorus, preparing product specification data for publication. Coordinated content development with technical and commercial teams to maintain accuracy and consistency.
- Took on ownership of the digital documentation strategy, working with leadership to define how technical content should be stored, accessed, versioned, and updated across internal and customer-facing platforms.
- Contributed to broader digital improvement efforts, collaborating with Marketing and Product teams to ensure technical materials were aligned with brand and compliance requirements.
- Built on existing knowledge of SharePoint and Microsoft 365 tools, enhancing skills in system organisation, document control, and cross-functional coordination.



Technical CAD Designer & Specification Advisor

IKO Group – Mastic Asphalt & Hot Melt Division | Apr 2018 – Mar 2023

Specialist role in flat roof waterproofing, combining CAD design, technical specification writing, and advisory support across a national project base.

- Created 2D and 3D CAD drawings tailored to client project details, covering hot melt and mastic asphalt systems. Designs supported installation clarity, product accuracy, and compliance across construction sites and specifications.
- Wrote project-specific NBS and IKO technical specifications, aligned to client briefs and manufacturer guidance. Provided these to architects, specifiers, and contractors, helping drive product uptake and ensure compliant designs.
- Delivered technical support via email, phone, and digital platforms, offering advice on system selection, detailing, and best practice. Served as a go-to resource for the sales and specification teams.
- Played a key role in technical content creation, contributing to internal documents, detailing libraries, and updates to the company's drawing standards.



Sales & Marketing Specialist

The Heights of Abraham, Matlock Bath | Feb 2013 – Apr 2018

Used creative and professional skills to develop and manage marketing content for one of the UK's most iconic visitor attractions.

- Managed the launch of a new website and led the content strategy, boosting engagement and search visibility through improved structure, visuals, and messaging.
- Delivered digital and print campaigns, including e-newsletters, posters, press releases, articles, and event promotions. All content was designed and produced in-house.
- Created and managed the attraction's entire visual output, using Adobe Creative Cloud to maintain consistent branding across all materials.
- Planned and promoted events and activities, supporting commercial growth through well-targeted marketing.
- Promoted internally from guest-facing duties to take on full responsibility for sales and marketing, building on customer insight and operational knowledge.



CAD Designer

De-Scale and Chlorination Services Ltd, Wirksworth | Feb 2013 – Feb 2014

Support role in water hygiene compliance, producing schematic CAD drawings of commercial systems and translating site data into regulatory documentation.

- Produced schematic CAD drawings of commercial water systems for compliance projects.
- Translated site data into schematics and supported regulatory submissions for legionella compliance.



Tech Trainer & Support

Help Tech UK – Self-Employed | Oct 2012 – Feb 2014

Ran a local business offering tech training and digital support to individuals and small businesses.



Relevant Qualifications

BTEC National Diploma Level 3 – Creative Digital Media

University of Derby, Buxton Campus



Additional Certifications & Technical Interests

A2 Certificate of Competency (A2 CofC) – UK Civil Aviation Authority

Qualified for advanced drone operations within the UK Open Category

FPV UK Member – Article 16 Authorisation

Experienced in action drone filming by first person view, aerial videography, and promotional media production.



References

Character and/or employment references available upon request.

