

****TERRY McCALL****

****Founder ****&**** Product Lead **** | Operations & AI-Assisted Development | Process Automation

Wisbech, UK | Hybrid/Remote | 07367 462040 | telmccall@gmail.com | terry mccall.co.uk

****PROFILE****

Operations professional with 15+ years spanning depot compliance, inventory management, team leadership, and process improvement. Following a workplace injury in September 2025, I built two mobile apps from scratch with no formal coding background, no dev team, and no budget, using AI as a technical partner and operational discipline as the architecture. I don't just use AI. I manage it: knowing what to ask, when to push back, and when the output isn't good enough. That turns out to be a management skill I had been building for twenty years without knowing it.

****EXPERIENCE****

****Founder ****&**** Product Lead**** | Warming Neon Ltd *Sep 2025 to Present*

Founded Warming Neon Ltd and shipped two original software products from scratch during recovery from a workplace injury.

- Stuffrite: live envelope budgeting app on iOS and Android. Full subscription model, automated Pay Day system, debt tracking, and financial projection engine. Flutter, Firebase, RevenueCat, Hive.

- Stewyrt: anonymous audio sentiment platform with Gemini AI voice analysis, Three.js brain visualisation, and Firestore security architecture. Idea to working beta in 72 hours.

- Managed full product lifecycle solo: architecture, UX, compliance, App Store deployment, and marketing.

- Registered under ICO for GDPR compliance. Submitted Google AI startup grant application.

- Directed AI development tools with precision, enforcing quality, identifying errors, and maintaining editorial control throughout. The distinction between using AI and being used by it.

****HGV Class 1 C+E Driver**** | Knowles Logistics, Wisbech *Feb 2023 to Present (injury leave Sep 2025)*

Self funded C+E licence. Operated on major contracts including Silver Spoon delivering to supermarket RDCs and food service clients. Career paused following workplace injury September 2025.

****Inventory Manager**** | Knowles Logistics, Wisbech *Aug 2021 to Feb 2023*

- Built a custom Excel dashboard within the first three weeks to provide high level visibility of inventory issues and weaknesses across two sites and 15 customers.

- Automated WMS CSV report outputs into one click print ready files, eliminating manual data handling.

- Developed formula driven KPI dashboards fed by automated WMS data pipelines, adopted by senior management for ongoing performance monitoring.

- Designed and implemented a full returns strategy from scratch, taking ownership of an unmanaged process.

****Operations ****&**** Payroll Systems Lead**** | Pro-Force Recruitment, Wisbech
Mar 2021 to Aug 2021

Identified critical failures in the workforce management infrastructure and rebuilt the entire payroll and planning system in Microsoft 365 from scratch. Automated attendance, booking confirmations, hours worked, and payroll input. Adopted as the business standard.

****Depot Compliance Manager**** | Evri (formerly Hermes), Newmarket
Apr 2020 to Feb 2021

- Built Excel driven MI heatmaps auto populated by multipoint team data feeds via SharePoint, combining formulas and integrating data into merged regional dashboards.

- Part of the onboarding team during introduction of Power BI and SAP changes, adapting existing workflows to meet new software requirements.

- Applied Lean Six Sigma and DMAIC methodologies to analyse and improve operational processes during peak COVID volumes.

- Led the Undelivered Parcels team with full resource allocation responsibility against volume and budget.

****Inbound Supervisor**** | Evri (formerly Hermes), Newmarket *Oct 2019 to Apr 2020*

Headhunted from Staffline contract, promoted within 6 months. Designed a new remanifest tracking system. Managed inbound operations, driver planning, and transport office administration.

****Branch Consultant**** | Staffline Recruitment, Huntingdon *Apr 2019 to Oct 2019*

Managed a 50 person contract workforce. Delivered inductions, maintained attendance systems, and handled payroll for associated sites.

****Transport Coordinator**** | Kindertons Accident Management, Ely
Mar 2018 to Apr 2019

Promoted from Depot Assistant within 3 months. Allocated vehicles to insurance claims, scheduled 14 drivers, managed customer handovers.

****Demonstration Driver and Team Leader**** | DHL Inside Track, Milton Keynes
Jul 2013 to Oct 2017

Press fleet vehicles for VW, Audi, Mercedes Benz, JLR and others. Promoted to Team Leader for Mercedes Benz. VIP, journalist, and celebrity handovers.

****Founder**** | Self Employed Market Trader, Milton Keynes *Sep 2001 to Jul 2013*

Ran an independent retail business for 12 years selling phones and accessories. Full P&L ownership, stock control, supplier relationships, and daily operations. First experience building something from nothing.

****SKILLS ****&**** COMPETENCIES****

| ****AI Orchestration** **Claude, Gemini, Claude Code CLI ****Mobile Development**
****Flutter, iOS and Android** ****Backend** ****Firebase, Firestore, Cloud Functions**

****Data ****&**** Reporting **Expert Excel, Google Sheets, KPI Dashboards**
****Methodology **Lean Six Sigma, DMAIC, Agile | **Operations **Inventory,**
Compliance, Depot Management **Leadership **Team management, recruitment,
coaching **Compliance **GDPR, ICO registration, data governance **Product
****Full lifecycle, UX, App Store deployment **Logistics **HGV C+E, supply chain,**
warehouse ops |
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****EDUCATION ****&**** QUALIFICATIONS****

****7 GCSEs (C to A*) **Stantonbury Campus, Milton Keynes | 1996 to 1999**

****Lean Six Sigma **Applied in operational roles at Evri and Knowles Logistics**

****ICO Registered Data Controller **Warming Neon Ltd, GDPR compliance**

****C+E Class 1 HGV Licence **Self funded | 2023**