



## David P Jacobs BSc, MBCS, BVMS Professional Profile

David is an optimiser. He's been developing newer, better ways of doing things for over 40 years, making us more effective, efficient, productive and maybe a bit less tautological in spite of the undoubted value in a bit of deliberate semantic overlap! David aims for us all to be more successful and satisfied with our lives, careers, mental health, personal resilience, ability to collaborate, and, especially, with our organisational/business IT projects. On the latter, David has run a 30-year research & development programme producing Business Value Maximisation Framework (BVMF®) that fills a crucial space left uncharted by other parts of the IT and so-called 'digital' transformation industry. In recent years many of the models and techniques David has developed as part of BVMF® have also started to support improvements in wider aspects of thinking and decision making for all of us as human beings, workers and useful members of our social communities and work-related societies. Increasingly, David is using versions of these models and techniques in his coaching, mentoring, presentations and articles.

In a parallel career, David is qualified in contemporary performing arts, mainly as a stand-up comedian, rock musician/guitarist/band leader and part-time actor/director. Consequently, any presentation, performance or writing David undertakes is invariably entertaining, colourful, fun and, in truth, if we're honest, a trifle *unpredictable*... but in a good, intriguing way! One of his favourite projects of late is to redefine rules and guidelines around the use of English for the modern world reconciling the old and new positions around grammar, spelling and punctuation, bringing to the fore some unwritten rules we need to get out in the open.

Some useful links are:

[www.DavidPJacobs.co.uk](http://www.DavidPJacobs.co.uk) links to David's professional profile including his business/IT and contemporary performing arts CVs

[www.Maximum-Value.co.uk](http://www.Maximum-Value.co.uk) leads to David's business IT R&D consultancy (MaxVal)

[Riding The Storm of Scepticism and Apathy for Innovators, Entrepreneurs and Pioneers](#) leads to the first of a series of three articles published by Brainz Digital Magazine telling the story of David's entrepreneurial journey developing BVMF®. And this is a link to David's other 'Riding The Storm' articles (Parts II and III) plus an exclusive interview with him [Read more from David!](#)