



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

David has been developing newer better ways of doing things for 45 years, to make us more effective, efficient, productive and maybe a bit less tautological in spite of the undoubted value in a bit of semantic overlap. David is aiming for us to be more successful and satisfied with our lives, careers, mental health, personal resilience, ability to collaborate with others, and, especially, 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 digital transformation industry. In recent years many of the models and techniques David has developed as part of BVMF® have also started to be able to support improvements in wider aspects of thinking and decision making for all of us as human beings, workers and useful members of society. Therefore, 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/lead 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*... in a good 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 CV and his contemporary performing arts CV

[www.Maximum-Value.co.uk](http://www.Maximum-Value.co.uk) links to David's business IT consultancy (MaxVal Consultancy) that's rolling out BVMF® and related services

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