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London, United Kingdom

ADAM KELLY

WORKFORCE STRATEGY | PEOPLE ANALYTICS

EDUCATION

MSc in International Business Mgmt.
Manchester Metropolitan University
2012

Postgraduate Diploma in Economics
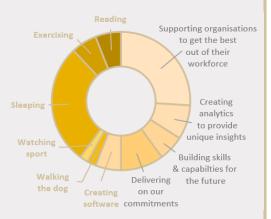**University of Manchester**
2011

BA in Business Studies
Manchester Metropolitan University
2010

EXPERTISE

- Strategic Workforce Planning
- Data Science
- Workforce Analytics
- Learning & Development Strategy
- Full Stack Web Developer
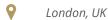- Project Management

MY TIME

SUMMARY

An accomplished leader with 10 years' experience in People Analytics and Workforce Strategy, specialising in building future-ready workforces through data-driven transformation. Proven track record in translating evolving commercial strategies into impactful workforce interventions particularly across recruitment, learning & development, and performance. Combines strategic leadership with deep technical expertise to lead high-performing teams, deliver fast, iterative analytics outputs, and develop innovative visualisations and metrics that inform decision-making. Experienced in reshaping workforces at scale across multiple industries and sectors.

EXPERIENCE

SENIOR MANAGER, PWC

📅 *October 2023 - Present*   📍 *London, UK*

- Head of PwC UK's Strategic Workforce Planning Centre of Excellence, building a line of sight from business strategy to workforce interventions, with a skills led approach building robust talent pipelines and creating depth and/or agility of skills to meet evolving client demands.
- Driving a skills-first approach by embedding analytical outputs that accelerate AI delivery, unlock new value, and improve speed and productivity.

CONSULTING MANAGER, DELOITTE

📅 *January 2017 – October 2023*   📍 *London, UK*

- Delivery lead for Strategic Workforce Planning, UK technical lead for Human Capital's data lake, L&D lead for Workforce Analytics & Insight.
  - Led the creation of a first of its kind Strategic Workforce Insights tool looking at skills spanning a large part of the public sector as part of the '21 spending review.
  - Operations lead for a new flexible national contingent labour workforce in the healthcare sector in response to the Covid-19 pandemic.
  - Developed a wide-reaching strategic workforce plan for a national Police Force.

SENIOR DATA ANALYST, PEARSON

📅 *February 2013 - January 2017*   📍 *Manchester, UK*

- Senior SQL developer building bespoke analytics across business areas. Proactive exploratory analysis to identify areas where data can enhance, streamline or target business effectiveness.
- Managed KPI measurement globally including the integration of contract changes, modelling new business prospects and ensuring global reporting consistency.
- Managed data warehouse BI reporting and MI migration to MicroStrategy platform.

BUSINESS ANALYST, BUPA

📅 *September 2010 - February 2013*   📍 *Manchester, UK*

- Implemented a new claims assessment process in our outsourced back-office, saving £10m+ annually and preventing ineligible payments.
- Developed a performance management tool for 600 employees, enabling targeted coaching, internal benchmarking, and enhanced analytics to better uses skills.

PROJECTS

🔗 *Wirebeat.com*

- Wirebeat analyses journalism to inform readers about content quality and amplify expert voices, helping audiences navigage news with confidence and clarity.

🔗 *TalentSense.co.uk*

- A powerful workforce intelligence tool that connects strategy to action forecasting skills, identifying gaps, and enabling workforce interventions for a future-ready workforce.