

Julian Macnamara MBA MCIM PMP (lapsed)

I'm a polymath whose career has been grounded in understanding how organisations work — the problems they face, the opportunities technology offers and the role that clear thinking and good data can play in bringing about meaningful change.

Colleagues have often valued my ability to express complex issues simply, to share knowledge openly, and to recognise the contributions of others.

I'm determined, resilient, imaginative, naturally curious and enjoy the creative space ambiguity provides. I work well as a valuable — and valued — member of a team, providing leadership when required and guided throughout by a straightforward principle: help people wherever possible.



Current

Retirement has given me the opportunity to indulge my interests in **travel**, **photography** and complexity - taking advantage of tools that didn't exist 25 years ago.

The release of ChatGPT-4.1 has allowed me to explore the practical use of AI in real work — not as automation, but as a partner for thinking, learning and designing. What began as an experiment grew into a structured approach for analysing complex systems, improving decision-making, and producing high-quality artefacts at speed.

This work has led to the re-birth of Glandore Associates as a living project: a place where my longstanding interests in systems, data science, organisational practice and leadership converge. It is focused on how humans and AI can collaborate responsibly to understand complexity, support better leadership, and create tools that are both rigorous and humane.

Today my work sits at the intersection of machine intelligence and human judgement, combining past experience with the emerging possibilities of AI to develop practical frameworks for sense-making, strategy and learning.

Core competences

Right-brain

Systems thinking	● ● ● ● ●
Framing complex problems	● ● ● ● ●
AI-accelerated modelling	● ● ● ● ●
Communication	● ● ● ● ●
Leading change	● ● ● ● ●
Portfolio & project leadership	● ● ● ● ●

Left-brain

Model-based reasoning & simulation	● ● ● ● ●
EDA	● ● ● ● ●
Data ETL	● ● ● ● ●
Python / R / SQL / LaTeX / PHP	● ● ● ● ●
Visualisation	● ● ● ● ●

Contact

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in [Julian Macnamara](#)

Work History

Opel Vauxhall

(now part of Stellantis)

Business Integration Leader

2015–2019

- ❖ Strategic partner to the European CRM Manager, guiding portfolio creation, budgeting and multi-market coordination.
- ❖ Supported execution of large-scale marketing campaigns using Siebel Marketing and R-based analytical workflows.
- ❖ Led business transition work for insourcing and global application migration across sales and marketing functions.

General Motors Europe — IS&S

Business Integration Leader

2007–2015

- ❖ Led analytical work linking customer configuration behaviour with manufacturing output to improve margins and reduce supply-chain complexity.
- ❖ Developed decision-support tools to optimise digital media expenditure.
- ❖ Represented Sales & Marketing in enterprise-wide programmes on application modernisation and architectural renewal.
- ❖ Supported major platform migrations (incl. Chevrolet and Saab) during restructuring across European markets.
- ❖ Advised senior leaders on commercial strategy, system design and organisational readiness.

Chevrolet Europe

Chief Information Officer

2002–2007

- ❖ Led technology delivery and modernisation during the expansion of the Chevrolet brand in Europe.
- ❖ Guided senior team development to improve alignment, effectiveness and organisational capability.
- ❖ Supported CRM, sales and digital marketing initiatives; stabilised key legacy systems during growth.
- ❖ Conducted due diligence activities for acquisition and integration.

Marketing Improvements Group Plc

Head of Consumer Goods Division / Operations Director

1984–1993

- ❖ Led divisional strategy, financial performance and delivery for major consumer goods clients.
- ❖ Managed multidisciplinary teams focused on marketing effectiveness, customer insight and organisational improvement.

Early Career

Gulf Oil, John Walker & Sons, Rapidata, Tymshare, early Glandore Associates

- ❖ Built seminal foundations in decision-support systems, market analysis, early AI, expert systems and technology-enabled strategy.
- ❖ Worked internationally to improve marketing planning, research and system design.