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Jeff Patmore



As BTextact Technologies' head of Internet and multimedia solutions, Jeff Patmore understands the potential of the Internet better than most.

His industrial experience has also earned him a recent appointment as Fellow of the Royal Society of Arts, Manufactures and Commerce (RSA), where he shares his visions of the future with industrial contemporaries. Jeff joined BT in 1970. Today, at BTextact Technologies - BT's advanced communications technologies business at Adastral Park, Suffolk - he leads a pioneering team that develops new, innovative applications for people on the web and on the move, the world over. Coupled with this role, Jeff also leads BTextact's 'personalisation' research, which is exploring new ways of tailoring information delivered to people either on the move or at their desks, so that it meets their specific needs.


Before joining BTextact, Jeff had notched up a number of strategic and managerial successes as chief technical officer for BT's former standalone cable company, BT Cable Television Services. A notable success was when Jeff masterminded the turnaround of the business from losing £5 million to breaking even. He says: "During the early 1990s, the whole cable industry was struggling to make money, mainly due to the cost of installing and maintaining cable in customers' homes. My team and I worked to find an answer, and came up with the 'switched star' set top box, which reduced the cost of customer equipment from £230 to £99, at the same time as increasing its reliability." This one solution made a huge difference. To meet OFTEL requirements, BT eventually went on to sell the successful business to NTL, with Jeff devising the technical elements of the sale.

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