SIMON WAKEMAN

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INTRODUCTION

I'm an independent consultant specialising in helping founders, leaders and investors solve scaling challenges. I'm passionate about using progressive organisational thinking to grow companies that are human-centric, sustainable and resilient. My 24 year career includes experience as a founder, MD, COO and non-executive board member of technology-focussed growth companies, including successful exits. I have significant leadership experience of organic and acquisition-based growth in privately held and UK-listed companies of up to £80m turnover and 650 employees.

CURRENT ROLES

Consultant - January 2023 onwards
- Working with founders, leaders and investors to help create sustainable, resilient and high performing companies.
- Specialised board-level integrator – taking big picture vision, working out what needs to be done to deliver and then leading implementation.
- Working across project engagements and interim assignments.

Vice-chair, Business School Board - Canterbury Christ Church University - June 2015 onwards
- Vice-chair of non-executive advisory board providing strategic guidance, scrutiny and private sector insight to university business school senior leadership team.

Trustee, The Caldecott Foundation - September 2018 onwards
- Board trustee at charity providing specialist residential care, foster families, education and therapy to vulnerable and disadvantaged young people in the UK. Vice-chair of finance and audit/risk committees.

Non-executive Director, National Support Network CIC - April 2022 onwards
- Launch board director for a certified Social Enterprise and not-for-profit Community Interest Company monetising access to the UK's largest directory of external support services.

PREVIOUS ROLES

Chief of Staff - TPXimpact Holdings plc - October 2021 to December 2022
- Strategic leader and advisor to plc board, Chief Executive and senior leadership.
- Designing and implementing a progressive and agile operating model, ensuring organisational change is consistent with co-created design principles and a coherent and commercially viable organisational architecture.
- Responsibility for specific cross-company projects and initiatives, including the integration of existing and new businesses into TPXimpact.

Chief Operating Officer - The Panoply Holdings Ltd - September 2020 to October 2021
- Leadership, change management, facilitation and coaching for listed rapid growth purpose-driven technology services group.
- Successful integration of multiple acquired businesses within the group.
- Strategy, organisational design and change management for integration of eight group businesses into a single operating business under a new unified brand - TPXimpact.

Chief Growth Officer – GreenShoot Labs Ltd – April 2020 to September 2020
- Leading new product and service development within The Panoply Holdings for leading global conversational AI consultancy working with clients including consumer brands, governments, universities and media.

Non-executive Director – Deeson Group Ltd – April 2016 to March 2022
- Board member for leading digital transformation agency within TPXimpact.

Non-executive Director - Deeson Publishing Ltd - July 2018 to September 2020
- Communications and publishing agency for membership organisations, successfully demerged from Deeson Group Ltd in summer 2018.

Non-executive Director - Castle Street Holdings Ltd - July 2018 to August 2021
- Commercial property business managing 3,500 sq ft tenanted office building.

Managing Director – Deeson Group Ltd – April 2016 to April 2020
- Led 30 person digital transformation agency with bases in London and Canterbury.
- P&L responsibility delivering 95% revenue growth in four years consistently exceeding industry benchmark net profit margins.
- Successful new business track record with major new account wins over multiple years.
- Delivered complex digital transformation projects for clients including ITV, Barnardo's, Johnson & Johnson, National Crime Agency, Royal Collection Trust, Imperial War Museums, The Scout Association and Shepherd Neame.
- Established effective multi-disciplinary agile software delivery teams. Developing and operationalising new services including digital transformation consultancy.
- Responsibility for all agency operations, including new business, marketing, project delivery, recruitment client service, finance and operations.
- Sold agency to AIM-listed The Panoply Holdings plc (now TPXimpact Holdings plc) in December 2018 and led the agency's integration within the group.

Co-founder / Chief Operating Officer - GreenShoot Labs Ltd - October 2017 to February 2019
- Operational responsibility for start-up at product development company working with conversational interfaces. Exited to AIM-listed The Panoply Group in February 2019.

Director – Deeson Group Ltd – April 2014 to April 2016
- Leadership responsible for marketing, change management and client services .

Head of Communications - Medway Council & East Sussex County Council - February 2013 to April 2014

- Led two communications teams comprising approximately 55 people across two operating locations with responsibility for annual budgets of £2.4m.
- Implemented a new operating model for the East Sussex team, including skills development for team members to ensure successful implementation.
- Delivered strategic communications campaigns for external and internal audiences at the two councils, including reputation campaigns and change communications.

Head of Transformation Programme – Medway Council - January 2012 to February 2013
- Secondment with responsibility for leading the council's business change programme in addition to my existing responsibilities for communications and marketing.
- This programme radically reshaped the council's operating model and implemented major new CRM, document management and mobile working solutions.
- Led a large programme team of council staff and external consultants. The programme successfully delivered annual savings of £4.7m by February 2013.

Head of Communications and Marketing – Medway Council - November 2009 to February 2013
- Launched major national campaigns covering policy and inward investment/regeneration.
- Led media response to difficult and sensitive issues that the council faced, including providing trusted counsel to the Chief Executive and political leadership, media liaison, preparation and training for interviewees and media handling.
- Produced the council's digital engagement and website strategy, leading to the allocation of capital funding to the relaunch of the council's website.
- Led website relaunch project which took a user-centred approach to deliver cost effective channel shift.Rated in top 10% of all council websites nationwide in 2012.

Founder and Director – Oystertown Ltd - December 2002 to February 2013
Founded SME providing digital marketing and web services as a side project.

Head of Marketing – Medway Council - November 2007 to November 2009
Marketing and PR Manager – Medway Council - August 2004 to November 2007
Led team of 25 responsible for the council's communications and marketing activities.

Account Director – Enterprise IG - January 2004 to August 2004 (short term contract)
Leading accounts including BP, Vodafone, Nominet and SABMiller.

Marketing and Customer Experience Manager – Egg - December 2002 to January 2004
Strategic development and delivery of new marketing and communications propositions.

Channel Marketing Manager – Egg - May 2001 to November 2002
Developed and implemented integrated offline and online marketing programmes.

Partner Marketing Manager – Open Interactive - April 2000 to May 2001
Marketing campaigns for the world's first interactive television service.

Graduate Marketing Trainee - The Boots Company PLC – September 1998 to March 2000