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INTRODUCTION

Experienced senior operational leader of technology-centric growth businesses. My 25 year career includes experience as a founder, MD, COO and non-exec board member of scale-up companies, including two successful exits. I have significant leadership experience of organic and acquisition-based growth in privately held and UK-listed companies up to £83m revenue and 700 employees.

CURRENTLY

Independent COO - fractional, consultancy and advisory COO roles - January 2023 onwards

- Member of [COO Roundtable network](#).
- ICF-accredited executive coach via Advanced Certificate in Executive Coaching.
- APMG Accredited Change Management practitioner.
- Workboard OKR Coach certification (Outcome Mindset Method™)

PREVIOUS EXEC ROLES

Chief Operating Officer - TPXimpact plc (formerly The Panoply plc) - Sept 2020 to December 2022

- Senior leadership team member for UK listed technology services group.
- Scaled revenue from £31.5m in 2019/20 to £83m in 2022/23 and headcount from 361 to 700.
- Operational leadership for central shared services (people, operations and ESG teams).
- Extensive M&A including operational due diligence and integration.
- Leadership of cross-company projects and change initiatives, including organisational design, culture development, process improvement, commercial optimisation and leadership coaching.
- Facilitated successful leadership transition from founders to new incoming CEO and CFO.

Managing Director – Deeson Group Ltd – April 2014 to April 2020

- Led growth of 10 FTE digital transformation agency to 40FTE with bases in London & Kent.
- Full P&L responsibility delivering 95% revenue growth in four years delivering net profit consistently above 29%.
- Sold agency to AIM-listed The Panoply plc (now TPXimpact plc) in December 2018 and led the agency's integration within the group successfully achieving earnout targets ahead of plan.
- Successful new business track record with major new account wins over multiple years.
- Delivered complex digital transformation for clients including ITV, Barnardo's, Johnson & Johnson, National Crime Agency, Royal Collection Trust and Imperial War Museums.
- Implemented a new operating model with multi-disciplinary agile software delivery teams. Developed and operationalised new services including digital transformation consultancy.
- Responsibility for all agency operations, including new business, marketing, project delivery, recruitment client service, finance and operations.

Chief Growth Officer (secondment) – GreenShoot Labs Ltd (now OpenDialog.ai) – April 2020 to Sept 2020

- Led growth and product development for leading global conversational AI consultancy, selling into consumer brands, regulated industries, government, universities and media.

Co-founder and COO - GreenShoot Labs Ltd (now OpenDialog.ai) - October 2017 to February 2019

- Co-founded and launched conversational AI business, alongside my main role as MD at Deeson. Exited to AIM-listed The Panoply plc in Feb 2019.

CURRENT NON-EXEC ROLES

Board Member, thinkTRIBE Ltd - July 2023 onwards

- Non-executive board member at digital customer experience monitoring and performance business working with more than 50 leading UK brands.

Board Member, Extra Brain Ltd - October 2024 onwards

- Non-executive board member and fractional COO at rapid growth consultancy business providing on-demand access to a network of skilled consultants and advisors.

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. Chair of audit/risk committee and vice-chair of finance committee.

PREVIOUS NON-EXEC ROLES

Non-executive Director, National Support Network CIC - April 2022 to March 2024

Vice-chair, Business School Board - Canterbury Christ Church University - June 2015 to Sept 2023

Non-executive Director – Deeson Group Ltd – April 2016 to March 2022

Non-executive Director - Deeson Publishing Ltd - July 2018 to September 2020

Non-executive Director - Castle Street Holdings Ltd - July 2018 to August 2021

EARLY CAREER

February 2004 to April 2014

Communications, marketing, digital and change roles - UK public sector

Launched and ran small web agency using freelance network as a side project for six years.

September 1998 to August 2004

Marketing, customer experience and digital roles - Boots, Open Interactive, Egg & Enterprise IG