PROFILE

Business Owner, Managing Director, CEO, Operations Director, Commercial Director, LEAN/6Sigma Manufacturing, QMS, Supply Chain, HR, Finance. A highly commercial emotionally intelligent leader with broad experience: driving innovation, continuous improvement and change management in a technical environment; an organiser and leader with renowned tenacity.

EDUCATION

Oct 2019-May 2021 - EXECUTIVE MBA University of Cambridge, Judge Business School

• Strategy, Organisational Behaviour, Governance, Financial Reporting & Analysis, Corp. Finance, Management Praxis, Innovation, Marketing, Economics. Overall Mark: 70%.

1996–2000 - MENG. ELECTRICAL & ELECTRONIC ENGINEERING, 2:1 (Hons), University of Bristol.

CAREER HISTORY

Jun 2022-Dec 2022 - MANAGING DIRECTOR Marston Holdings (Technology) (UK)

- A new MD role created to manage the merger and integration of recent acquisitions (Videalert and Vortex) to form Marston's new Technology division, and deliver significant growth.
- Marston Holdings is a PE-owned £300m revenue business spanning town planning consultancy, parking enforcement and debt recovery. Videalert (£16m revenue, 52 FTE) provides market-leading CCTV-based software technology for moving traffic enforcement and low-emission zones, Vortex (£6m revenue, 38 FTE) designs and manufactures air quality monitoring sensor instruments.

Jan 2015–Mar 2022 - OPERATIONS DIRECTOR/ACTING-CEO Alphasense Ltd. (UK)

- Full operational leadership of a growing £24m turnover, 120 FTE, world-leading electrochemical gas sensor manufacturing business, supplying Health & Safety and Air Quality monitoring markets. Successful management of revenue growth from £11m (FY16) £24m (FY22): 85% export, 26% EBITDA.
- Board of Directors' Responsibilities: Overall Business Strategy, P&L, £5m Purchasing/Supply Chain, £700k Capex Budget, Legal Contracts, New Business/Start-up Investment Board seats.
- Management responsibility for a UK production facility, leading and motivating a team of 89 staff, manufacturing 100,000 sensors per month. Close relationship with R&D scientists.
- Operational Responsibilities: Master Planning Scheduling, KPIs and Quality Management Systems (ISO9001:2015), implemented O365 and Sage X3 ERP systema, HR and Recruitment (60 staff recruited in 4yrs), New Product Introduction, Business Continuity Planning.
- Leadership of LEAN/6Sigma program, delivering 26% production efficiency improvement in 1 year.

Oct 2020-Nov 2021 - COMMERCIAL DIRECTOR Alphasense Ltd. (UK)

- Complete overhaul of Alphasense Sales & Marketing teams and strategy.
- Hired a new team of three international Sales Managers (Europe, Asia, North America).
- Thorough review of customer engagement, relationships, service and touchpoints.
- Overhaul of Alphasense pricing structure, enabling successful price increases of 10%+ in year 1.
- Hired a marketing manager: introducing modern digital marketing techniques.

Dec 2020-Nov 2021 – DEAL TEAM LEAD (M&A) Alphasense Ltd. (UK)

- Leadership of Alphasense's management team during its sale for £110m (x15 EBITDA) in Nov '21.
- Developed a new 5-year business plan with KPMG, inc. full review of all departments, restructure of Sales & Marketing, renewed R&D pipeline strategy, creation of detailed 5-year P&L and cashflow forecast model, introduction of new O365 and ERP software, ABC/CCO/GDPR alignment.

- Creation of Alphasense sale prospectus (Information Memorandum) with KPMG.
- Participation in all investor meetings/calls (commercial, operations, finance, technical) with 12 potential buyers (trade and PE) throughout the 3-month sale process.
- Full ownership of data room, investor Q&A, warranty schedule for SPA.

Oct 2019-Mar 2022 - Non-Exec Chair South Coast Science Ltd. (UK)

- Board seat, representing Alphasense Ltd. (40% shareholder).
- Corporate Governance, commercial growth strategy, operational support, investor pitches.

May 2020-Present – Advisor Bluetentacles (Italy)

- Bluetentacles (€400k revenue, 10 FTE) is an electronics engineering/manufacturing business, providing smart IoT-enabled irrigation management sensors and systems.
- Provided business consultancy to Bluetentacles as part of my EMBA group project; ongoing advisory support on business strategy, operations and commercial.

June 2020-Present - Non-Exec Director BrewBoard (UK)

- Brewboard (£750k revenue, 8 FTE) a 5-year old craft beer brewery.
- Provided business consultancy to Brewboard as part of my EMBA individual project; ongoing nonexec support advising on business strategy, operations, and commercial.

2013-Dec 2014 - VICE PRESIDENT Payton Group PLC

- Led the sale of Himag Solutions to Payton PLC in Oct '13: complete ownership of SPA and DD.
- Full operational and commercial leadership of \$10M European Group sales, including management of output from UK, Chinese, US and Middle-East manufacturing locations.

2006–2013 - Owner / Managing Director Himag Solutions

I took over this small electronic engineering business, with a disruptive planar transformer technology for solar PV and electric vehicle charging, growing from £650k to £2M turnover (from 10% export to 74% export), building the team from 8 to 25 people. Broad accountabilities covering: Operations, Commercial, Finance, HR, Quality, Supply Chain, Investment and Legal positions.

- Leadership of Himag's turnaround into a professional, innovative design and manufacturing engineering business, supplying worldwide blue-chip customers inc. GE, Renault & Mercedes AMG F1. Full strategy, P&L, cashflow/CAPEX, worldwide marketing, HR and legal responsibility. Complete overhaul of company processes, inc. QMS, manufacturing efficiency, creation of a low-cost supply chain, and adding off-shore (China) subcontract manufacturing in 2011.
- Personally secured an investment package of \$5.25M in 2011 from an NYSE-listed investor, won the 2010 Shell Springboard Award for "The Best Low-Carbon Business Idea in the UK", recouped £150k in R&D Tax Credits, and won a £157k Govt. 'Grant for R&D'.

<u>2004–2006</u> - Managing Director <u>DCP Properties</u>, a property development business.

- 2002–2004 MANAGER Neilson Holidays, Pitcher & Piano, management roles in the hospitality industry.
- 2001–2002 TRAINEE PATENT ATTORNEY Marks & Clerk, the UK's largest private practice patent law firm.
 - 2002 Certificate in Intellectual Property Law, Queen Mary, University of London.
- 2000–2001 Assistant to the Director of Strategy HSBC Investment Management, Private Client IM.