

# Simon Bayntun

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**Business Strategist – Technology Advocate – Board Advisor – Growth Visionary**

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## EXECUTIVE SUMMARY

A true “outside in” business strategist who can review a company and swiftly define when and where technology, strategic change and people can all be leveraged to drive up growth, revenue, and competitive advantage. With a keen eye for helping a business define new disruptive ideas whilst always safeguarding the existing revenue and clients.

Swiftly and effectively able to look at the purpose of a business and not define new strategies for growth by leveraging technology but all whilst taking clients, staff, and key stakeholders on the journey. A serial innovator who sees change not as a project but woven into the DNA of any business looking for growth, as a continued evolution. A true visionary in being able to see future roadblocks to a business’s growth or exist plans and swiftly providing key advice and guidance on avoiding such challenges, all whilst keeping the business and its primary goals all on track. With a sector agnostic mindset and a gravitas of experience that crosses international and business size divides can create a collaborative leadership approach to generate team excellence, delivering the best from individuals for both personal and corporate benefit.

Now looking to leverage 30+ years’ experience delivering value through extensive knowledge gained from senior positions in multi-nationals and start-ups across Europe and the USA and making such a skills and knowledge set available to a board as a Non-Executive director.

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## KEY SKILLS

**Business Strategy**

**Problem Solver**

**Stakeholder Management**

**Project Management**

**Critical Thinker**

**Technology Expert**

**Key Board Advisor**

**Customer Centric Solutions**

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## Current Corporate and Non-Executive Portfolio

**Advisor - Riverside Studios Digital Arts Festival**

**2022 – Date**

Define the engagement, partnership, and digital strategy to the board to assist in securing funding for the year-long digital arts festival scheduled for 2023.

**Digital Director, Astellas Pharmaceutical**

**2021 - 2022**

Delivered a series of digital stories centred around the transformation to a patient and health care centric business model. Using the Corporate Strategic Plan in conjunction with the global business I delivered a set of recommendations and observations to underpin the MTP. My Digital Stories and recommendations are being used by the executive to communicate the intentions of the corporate strategic plan to stakeholders

**CTO & Commercial Director, Working Eye, London**

**2017 - Date**

Created the AI driven architecture to deliver interactive career discovery. Formed the digital business plan and B2B business model, engaging with industry sectors at Government and corporate CxO level. Produced patented solutions bringing people and technology together. Forged strategic global alliances with companies, including IBM and KPMG.

**Senior Advisor, Arora Digital Launchpad**

**2019 – Date**

A subject matter expert for Travel, Transport, Logistics and Manufacturing advising companies around the world on the alignment of their product to the UK and EU market, providing go to market strategies, competition, potential partners and supporting early-stage market entry.

**Senior Digital Director, Cognizant, London**

**2017**

Sector specialist for Travel, Transport, Energy, Utilities and Manufacturing. Create and own the Go to Market (GTM) strategy for digital in the sector, working with the UK MD and sector directors to identify and create new market opportunities and protect revenues of \$25M

**EU Cognitive Solutions Lead, IBM, London & Europe****2013 - 2017**

Created and owned the business and sector specific strategy aligned with global transport executives in IBM, working with academia and start-ups to leverage IBM IP and assets and develop “first of a kind” solutions to industry problems. Exceeded the \$30M new business pipeline in the first year, highlights included €10M for a European airline, \$20M in digital rail transformation and \$1M travel advisory service. Previous roles at IBM included creating a new market segment for Travel and Transport in IBM, owning the budget planning and execution plans for the new sector, successfully achieving more than \$10M of new revenue in first year. Business Services Professional acting across all areas of IBM to create new market propositions from IBM’s portfolio. Advisory role on the global IBM Mobile and Digital architecture within GBS, acting as trusted advisor on digital and mobile to IBM top tier clients. Supported the adoption of Apple as a business partner and developed new market propositions based on Apple devices and ecosystem

**EMEA Portfolio Enablement Lead, Hewlett Packard, London****2006 - 2013**

Led the development and delivery team in EMEA and represented HP at global industry trade events, including Airline, Logistics, and Travel Related Services. Positioned HP as the partner of choice for mobility, including industry and analyst briefings. Led high-skilled global team of 12 to rapidly engage with clients to deliver MVP’s at speed demonstrating business value. Created and maintained relationships with key HP partners, including SAP and Microsoft. Managed the portfolio of services to generate pipeline of \$200M+ PA, comprised of value driven business consultancy, repeatable solutions, and first of a kind digital mobile platform. Developed and owned the business architecture for mobile micro payments solutions in Africa, aligned with regulatory bodies and advised on technical and regulatory requirements to move into adjacent markets.

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**KEY ACHIEVEMENTS**

- Director level roles devising Digital engagement and customer centric business models
  - Delivering digital transformation programs to global companies at CxO level
  - Aligned operations to customer delivering new value for travel & leisure companies in Europe
  - Devised “First of a Kind” digital solutions to deliver demonstrable strategic business value
  - Researched, identified, and realised strategies in new markets for consultancy organisations
  - Management of Change and Governance to deliver successful business transformations
  - A four-year adventure in developing new entrepreneurial and consultancy skills
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