

# JUSTIN ASHURST

Entrepreneur, Business Owner, Advisor & Speaker



Nottingham, UK

## SUMMARY

A serial entrepreneur, technologist and innovator, Justin is an expert authority on technology trends, product development and online marketing.

He has worked the world over during the last 20 years, starting and running various internet and technology businesses and can often be found giving seminars on tech trends, online marketing strategies, growth hacking and how he grew his business from zero to £7.5million in just 200 pitches.

Justin is the co-founder and COO of AppInstitute, a leading B2B SaaS platform enabling small and medium sized businesses to create and manage mobile apps without any coding or tech skills.

AppInstitute were recognised as one of the top 50 Creative Companies in England by Creative England and have been featured in leading tech blogs and publications such as Mashable, Forbes, The Next Web, Tech Radar, ZDNet and Android Authority.

[Creative England 50](#)

## EXPERIENCE

### Co-founder & COO

[Peckish](#) 07/2019 - Ongoing Nottingham, UK

- Omni channel SaaS platform for the food sector
- Connects businesses with their customers through technology

[www.peckishhq.com](http://www.peckishhq.com)

### Co-founder & COO

[AppInstitute](#) 02/2014 - Ongoing Nottingham, UK

- Global brand and used in 138 countries
- 7 figure ARR

[www.appinstitute.com](http://www.appinstitute.com)

## BOARD POSITIONS/COACHING/MENTORING

### Business Consultant/Advisor

[Pin Finds](#) 09/2019 - Ongoing

Innovative social media platform leveraging videos and locational data to engage with users

### COO

[AppInstitute](#) 02/2014 - Ongoing

### Accelerator Programme Coach/Mentor

[BioCity](#) 03/2017 - 11/2018

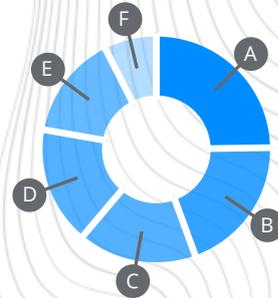
BioCity is a keen investor in young businesses, specialising in pre-seed and seed funding.

### Non-Executive

[Nottingham Creative Quarter](#) 05/2016 - 11/2018

Nottingham's Creative Quarter is an environment that attracts and supports creative and digital businesses to start-up, to spin-out, to grow and to thrive

## MY TIME



- A Family Time
- B Strategic Planning
- C Implementation
- D Business Improvements
- E Creating value
- F Building Relationships

## SKILLS

Product Development Strategic planning

Relationship Building Conflict resolution

Leadership Communication

Adaptability Online Marketing

Technical Understanding

## PASSIONS

Music

Formula 1

## EDUCATION

Computer Science  
[Nottingham Trent University](#)

Nottingham, UK

## FIND ME ONLINE

[in](#) /justinashurst