**Ian Traynor**

**MBA, Chartered Director (C-Dir), FIoD, Visiting Fellow: Henley Business School**

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**Profile**

A proven board level business executive, engaging with a range of stakeholders, senior executives and boards. With a career spanning the UK, EMEA, and Global organisations from FTSE Listed and private limited companies and Family owned businesses. Experience in business for over 35 years and spans several sectors; Utilities, TMT, Financial Services sector, Operationally heavy businesses.

Specialising in business and operational Strategy, Governance, Digital & Transformation and Development. He now works for his own Management and Consulting business, helping local SMEs to grow and scale, become more successful and profitable.

**Non-Executive Director Experience**

2019 **– Pres Board advisor** – TFG Ltd – Property services group

2019 – **Pres NED** Abbey England Ltd – Family based Wholesale & Manufacturing business

2019 – **Pres Advisor to the Board** – Changing Streams CIC (in conjunction with Uni of Liverpool)

2019 **– 2020** **NED** and investor in App start –up: SuperSaver Holdings Ltd

2002-2006 **Non-Executive Director** – Business Link (Humber)

This was a new venture by the Government and A4e to allow A4e to operate under licence two Business Links and see if a collaborative Public/Private sector combination could work more efficiently the then current model. I became deputy Chair by 2004- 6.

* Strategic development and input.
* Governance and risk
* Chair experience – and remuneration committee lead
* Finance and funding
* Coaching & Mentoring executives
* Digital transformation
* M&A and Integration

**Career History**

**Independent SME:**

2015 – **Pres** Founder & MD Luminate Ventures Ltd. Business & Management Consulting & Ned

**Interim Management:**

2017 - 2017 Commercial Director – Loyalty Pro Ltd

2016 – 2016 Chief Marketing Officer – The Pension Works. IFA advise led on-line provider

2015 - 2015 Managing Director (Interim) - Allianz (ABSL) SME Business Insurance & Brokering

2013 – 2014 Group Marketing Director & Customer Experience – Legal Services (2020 Ltd)

**Career History:**

2009 – 2012 Head of Global Customer Experience & Support - Promethean Plc

2008 - 2009 Retail Director (Interim) e-Business: The Cooperative Financial Services (CFS)

2007 - 2008 Interim Director Intermediaries – Santander (Abbey for Intermediaries)

2004 – 2007 Marketing Director – COLT (UK Board) EMEA technology and infrastructure provider

2003 – 2004 Commercial Director (Board role) – Intelligent Finance (IF) a subsidiary of HBOS Plc

2001 – 2003 Marketing Director (Retail Board role) – Kingston Communications Plc

1981 - 2000 Various roles throughout Pre & Post Privatisation: Manweb, ScottishPower (across its divisional units (Retail, Energy, Telecommunications & Internet) culminating in Director Roles – Business Units and Offshore captive insurance company (IOM)

**Knowledge and Experience**

* Strategic development, planning and implementation,
* Business development & Marketing skills: UK and International markets (B2C & B2B markets)
* Significant experience in transformation, digitisation and change management
* Managed P&L, product, pricing and commercialisation of propositions in a variety of sectors.
* Leadership - Management of direct reports/teams from 2- 80 and indirect to 300
* Excellent communicator and team builder (PR/Media trained – including Public Affairs)
* Acquisition and post-acquisition integration experience
* Extensive international and global experience including residing in North America for a year
* Good working relationships with a range of agencies- including Public Relations and Public Affairs, creative and digital.
* Experience of working with ministers and regulators on policy and changes.

**Earlier Career**

2003 - 2004 Intelligent Finance (HBOS) – Commercial Director (Retail Board)

2001 - 2003 Kingston Communications – Group Marketing Director (Board director KC))

2000 - 2000 e-Loan (FS) – Marketing Director EMEA (***VC Backed business***)

1981 - 2000 Pre and Post Privatisation: Manaweb & ScottishPower.

ScottishPower Plc (three of its subsidiaries – Retail, Energy, Telecommunications – including Demon Internet) Business Development Director & Marketing Director roles. Captive insurance Director (Offshore) Integration team for Manweb & Demon M&A

**Academic and Professional Qualifications**

MBA – Glasgow Caledonian University 1997

Chartered Director (C-Dir) from the Institute of Directors (IoD) 2008

Cranfield School of Management – Bedfordshire 2002- 2017

Henley Business School: Visiting Fellow & Director of HCCM) 2018 -Present

**Interests**

Classic Cars, Running, Reading, Entertaining, Skiing