
Name: Guy Mason

Education: Cambridge University, United Kingdom (MA in Engineering)
Ecole Nationale Supérieure d'Arts et Métiers, (University) Paris, France

Languages: English (native language), French (good conversational, but not business fluent)

Career history – current roles:

2020 - Present Board Member and Investor – Kultralab

2019 – Present Board Member and Investor – Validify

2019 – Present Board Member and Investor – Satelight

**2018 - Present Technology Transformation Consultant, Bourne Leisure Group
(Butlin's, Haven Holidays, Warner Leisure Hotels)**

Interim role and Exec Board member advising on technology transformation and providing leadership for the IT Function

- Defining the IT strategy and the definition of the Digital journey for all aspects of this Hospitality, Hotels and Leisure Group. Turnover £1.2bn.
- Oversight of circa £70m Opex spend on IT run and £25m of Technology change spend. Transformation of the customer journey from initial contact, through sale, delivery of the holiday/leisure experience to post holiday follow up and analytics.
- Establishment of a Data and Analytics capability.
- Creation of a core Digital capability, migration of solutions to Azure Cloud and adoption of new architectures and technology for flexibility, cost efficiency and substantial growth in personalisation.
- Initiation and delivery of cyber security capability to NIST standard, implementation of SOC and remediation of a number of negative security events.

2016 - Present Director and co-founder, Digital Decision Limited

IT Strategy and Transformation Consultancy focusing on

- Development and commercialisation of method/toolset to support Private Equity providers to manage transformation/technology renewal of their portfolio companies
- Delivering strategy and transformation to upper mid-market businesses, with a particular focus on consumer, retail & distribution
- Leading consulting assignments for clients in Retail, Distribution and Transport and Financial Services current and recent clients include:
 - High street multi-branded retailer – Working with Private Equity owners in a 6-month programme developing the new business strategy, creating a revised IT strategy, digital programme and new IT operating model to align to the new business structure. Recruiting a new IT leadership team to drive execution.
 - University – IT Operating Model and Roadmap Development
 - Transport and Distribution company – divisional restructuring, revised business processes implementation and IT integration programme
 - B2C Services business acquisition and IT integration support
 - Fast-casual food service business PoS technology strategy/implementation

2016 - Present	<p>Daemon Solutions (Non-Exec Director) - advisor to the Board focusing on strategy, markets and service design</p> <p>Mid-tier provider of IT services/technology and technology products to the Retail and Financial Services Sectors.</p> <p>Specialisms in performance engineering, cloud migration, devops and integration</p> <p>Developer of specific technology platforms in support of Work Management and Business Intelligence in retail.</p>
2010 - Present	<p>Intermode (Partner)</p> <p>Start-up incubator and equity provider</p>

Career history – historic roles:

2017 - 2020	<p>C & J Clark International Limited (Interim)</p> <p>Member of the Executive Committee (Operating Board)</p> <ul style="list-style-type: none"> • Global CIO/CTO responsible to the CEO for all aspects of Information technology across regions and brands, covering Brand Management, Marketing, Design, Manufacturing, Supply Chain, Warehousing, Merchandising, Store Operations, Finance, HR, Procurement, Legal. (280 people, £60m IT Opex, £21m IT Capex) • Implementation of a new IT Operating model and Organisation across Europe, Americas and Asia • Simplification and architectural transformation of the business technology • IT operation and delivery of key projects including: New global E-Commerce, Omni-channel fulfilment, New IT architecture and enabling platforms • Responsible for information and Cyber Security, development of security strategy, implementation and operation. Security Operations Centre and third party security <p>Transformation Director (Global)</p> <ul style="list-style-type: none"> • Responsible for the business Operating Model and Process redesign • Project and Capital Change reporting and control. Directorial responsibility for the Group PMO, via Global PMO function and team of 5 change managers, 35 PMs <p>Business Intelligence, Analytics and Data Science</p> <ul style="list-style-type: none"> • Creation of a Group capability to drive insight from data, CRM, Loyalty Schemes and Omni-channel personalisation
2015 - 2017	<p>Sainsbury's plc (Interim) (London)</p> <p>A consulting secondment from UST Global and responsible for:</p> <p>Group IT Transformation programme delivering:</p> <ul style="list-style-type: none"> • New operating model (Bi-modal for agile digital and traditional processes) • Support the development of Digital capability, Digital Lab, tools and skills • New organisational model (Digital and IT) • Revised IT Strategy, Target Architecture and Data Strategy • Legacy simplification and cessation programme <p>Development of a Group Data function and appointment of a Chief Data Officer</p> <ul style="list-style-type: none"> • BI/Analytics/Data Science tools and technology selection/implementation • Creation of Data Science team addressing retail and banking businesses <p>Business Strategy support</p> <ul style="list-style-type: none"> • Acquisition due diligence committee, leadership of IT activity for Argos Acquisition • Acquisition transaction support (technology and data) • Leading the Technology Integration planning for the newly acquired business

2015 – 2017

UST Global - Managing Director Europe (London)

MD responsible for the P&L, restructuring, growth and service delivery of the European business of UST Global, a US-based International IT Services business, employing 17,000 staff globally, 1,800 in Europe. Delivered 35% annual growth.

- Managed the relationship with European CxO customers, predominantly in Retail and Financial Services
- Repositioned the business from commodity outsource provider to higher-end IT services provider in Digital, Automation, Cloud and Security
- Restructured the European Operation to develop the organisation and service models to support the repositioning
- Put in place the recruitment, development and training
- Developed “productised” services to contain sales/delivery costs and grow margin
- Grew the onshore and near shore delivery capability based in Spain, Poland and the UK to support new services and sales.
- Accountable to the US Board for European P&L, Sales and Delivery.

2014 - 2018

eOrigin Limited (Non-Exec Director)

Leading digital material, corporate communications, training content and training records management company operating in Nuclear power, Insurance and Retail sectors.

Developer and provider of the Inpin L&D platform, used by Retail and Insurance for staff training, communication and standardisation.

Provider of L&D materials and content to Nuclear Power sector

2010 – 2015

1) TNT Express ICS Limited – Managing Director & Board Member TNT (CIO)

2) Director Global Business Services TNT Express N.V.

3) Board Member responsibility for Technology-led Strategic Accounts

4) Supervisory Board Member Swiss Post - TNT JV with Swiss Post.

Based in Amsterdam, The Netherlands

1) TNT Express - Global CIO responsibilities:

- Board responsibility for the IT/Technology function - €290m annual Opex and £100m Capex spend with 1,750 staff.
- Accountable for a complex federated IT structure across 160 countries to achieve global scale efficiencies and standards, whilst retaining hallmark “local feel” as a competitive differentiator
- Transitioned global IT legacy from in-house to strategic 3rd party sourcing in Applications, Infrastructure & Telecommunications - value €140m pa.
- Main Board responsibility for IT Strategy, Operation & Delivery Globally
- Developed TNT’s digital strategy and presence
- Appointed to re-establish control of IT, address failing projects, develop strategy, establish IT organisation and operating model. Delivered year-on-year cost reductions (avg 5% pa), service performance improvement and digital customer solutions.
- Inherited troubled global SAP project - brought under control and completed
- Board responsibility for the integration plan with UPS and part of Board delivery team for the (ultimately unsuccessful) sale.

2) TNT Express - Global Business Services responsibilities:

- Board responsibility for the strategy, creation and operation of Global Business Services, operating:
 - Captive Shared Service Centres in Bangalore, Warsaw and Mauritius
 - Outsourced Shared Service provision to third parties and BPO services for clients as a line of business
 - Implementation of single management process across captive, outsourced and in-country SSC Operations
 - Transactional turnaround time below 30 minutes and responsible for 1300 internal FTEs and 1000 external at end 2014.
- Responsible for Group Business Process Management & Supply Chain
- Responsible for TNT Group global LEAN implementation

3) TNT Express - Strategic Customer Account Management

- Board Member responsible for managing strategic relationship for three of TNT's top 20 global accounts (Cisco, Samsung, Quintiles)

2008 - 2010

DB Schenker Rail GmbH (acquirer of EWS)

Group Chief Information Officer, Board Member and Executive Director for the Transeo Alliance JV with Thales (based in Mainz, Germany)

- Appointed following DB Schenker's acquisition of EWS and Eurocargo Rail.
- Responsible for all IT activity on a global basis for DB Schenker Rail.

2001 - 2008

English, Welsh & Scottish Railway Ltd (EWS) - Group CIO & MD EWS IS Ltd

Based in Doncaster, United Kingdom

- Board Member responsible for the IT/technology employed by EWS, the UK's largest Rail Freight Operator.
- Led technology aspects of:
 - Creation/market entry of EuroCargo Rail – a French Freight rail operator in competition with SNCF
 - Sale of EWS Group on behalf of post-privatisation VC owners
 - Successful trade sale of the Group to Deutsche Bahn in 2008
 - Creation of an effective post-privatisation IT capability
 - Delivered outsourcing of IT operations and legacy service run

2001 - 2006

Advisor to European Transport Development Projects, Thomas Miller & Co. (London based mutual transport insurance management company)

Based in London, United Kingdom

- UK Government sponsored advisory appointment – advising on the use of technology for the management and insurance of transport assets

1999 - 2001

TRI-MEX International Limited - Marketing Director and Co-founder.

Based in London, United Kingdom and Oslo, Norway

- Co-founder of this Supply Chain technology start-up, specialising in container and moving asset tracking.
- Moved from Executive Board role to Non-Executive Board role in 2001
- Successful trade sale in 2007

1995 - 1999

GKN-Brambles Enterprises Limited (trading as CHEP International)

IS Director and Global Head, Supply Chain Information Services

Based in Weybridge, United Kingdom, then Orlando, United States

- Responsible for integrating country operations in Europe, then creation of single global IT function based out of USA.
- Selected and implemented SAP to run the global CHEP business across all functions, including operations

1989 -1995

Coopers & Lybrand Management Consultancy Division

Management Consultant – various roles to appointment as Principal, Consumer, Retail and Distribution Industries Group

Based in London, England
