**Keith Tilley**

**Email:** keithtilley@icloud.com **Telephone:** 07774960012

*Keith Tilley, Cherry Orchard, Monk Sherborne, Tadley, RG26 5HJ*

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**PERSONAL PROFILE**

Highly effective and successful senior executive with international experience delivering significant value in IT Services & software sector through full P&L business operation and sales leadership. Expertise include; strategy development; sales and marketing; business acquisition and disposal (working with PEs/VCs); business development; change management; IT Operations; commercial contract negotiation; and product management. A wealth of senior management and board level experience. Track record of successfully expanding businesses and entering new markets. Quoted in business, national and trade press; Financial Times, Wall Street Journal Europe, Computing and IT Week. Appeared on BBC’s Business Breakfast, Sky News, Meridian TV and BBC R4 The Bottom Line. An enthusiastic and self-motivated leader, with a passion for people / team building and management.

**CAREER HISTORY**

**Intoware Ltd**

CEO  **October 2019- Present**

*Full Strategic Growth and P&L responsibility for this early stage SaaS provider in the connected worker space, including setting up direct & indirect go to market priorities, fund raising and corporate cadence.*

* **Implemented changes** to **GTM positioning** with clarity on market & customer focus.
* Launched **Vision**, **Mission, Values & Priorities** to clarify both medium- and long-term goals.
* Introduced necessary corporate **cadence**, **policies** and **procedures**.
* Driving ARR to exceed a growth rate of 100% pa in initial years.
* Produced **5-Year plan** in order to establish when **funding rounds** would be required.
* Liaise with all stakeholders to **communicate** performance and direction.
* Raising funds through investor “road-shows” prior to Round A raise.

**KeithTilley.org**

Owner  **October 2017 - Present**

*Providing executive advice & support to boards & senior management for business development, growth & strategy, including exit planning for owners & introductions to buyers. Working with differing companies including those specifically mentioned below – where formal positions have been taken.*

* Worked with IT outsourcing company to **develop business development plans** into new sectors.
* Assisted a Canadian based software company in locating suitors for **acquisition** of their business.

**Fortress Availability Services**

Non-Executive Director  **June 2018 - Present**

*Provide advice & support to the board and CEO to help this young business continuity and cyber security company to grow towards its potential. Review strategy, business operations and finances.*

* **Recommended changes** to **GTM positioning** with clarity on market & customer focus.
* Led **Mission, Values & Priorities** discussion in order to clarify both medium- and long-term goals.
* **Revenue** and **customer** base both **grew in excess of 120%** and planned expansion in **Germany**.

**Bis-Web Ltd (ClearView-Continuity)**

Non-Executive Director  **July 2018 – Dec 2018**

*Provide advice & support to the board & CEO to assist award-winning Business Continuity Management (BCM) software platform company expand locally in UK & globally. Review strategy, business operations & finances – worked with owners on successful exit plan. Continue on consultative basis since acquisition.*

* Company **acquired at almost 4 x Revenue** at end of 2018 by NA based PE company and merged with BC software arm that had been acquired earlier from **SungardAS**.

**Sungard Availability Services**

EVP & Vice Chair **January 2017 – October 2017**

*Full global responsibilities: marketing; market strategy; channels & consulting; lead generation; branding; channels; strategic market positioning; customer satisfaction measurement & improvement; analyst relations; customer advisory boards; developing, maintaining & extending major customer relationships.*

* Consulting P&L and the use of consulting capabilities to **create and extend customer relationships**. Target growth of 20% in year revenue - on track at time of departure.
* **Launch and development of Selective Sourcing business**. Following success in UK of two largest global accounts – generated a pipeline > $10m order value.
* **Strategic project control to CEO for acquisition and disposals**. Two major acquisitions total value of $450m pa turnover (European) and three disposals of non-core (Germany, RSA & Japan).

EVP Global Sales & Customer Service Management  **August 2014 – January 2017** *Full responsibility for global sales, marketing, consulting and customer services EMEA, India & North America. This change followed a move to global structure from geographical throughout the company. Responsible for 7,000 customers in 11 countries, $1.2bm revenue and positive bookings of $13m MRR.*

* **Achieved full global consultancy revenue & bookings target** leading to $48m of in year revenue.
* **Achieved full year global sales targets in first full year** of responsibility. Sales bookings of $13m Monthly Contract value with average contract length around 30 months.
* **Recommended amalgamation of customer service into operations service delivery** to achieve savings of $10m per annum.
* **Reorganised NA marketing within 90 days of taking charge**. Savings of $5m per year, of which 50% put into targeted market programs – result a 20% increase in both lead value & conversion.
* **Amalgamated NA customer services into a single unit** - achieved annual savings of $2m.

EVP Europe; UK&I Managing Director; Global Head Of Cloud Solutions **October 2005 – August 2014**

*Full P&L responsibility for the European & Indian Business, including 7 territories (UK, France, Belgium, Luxembourg, Sweden, Ireland and India) and over 670 people in Europe and 250 in India.*

* **Achieved organic revenue growth of 28% to over $360m.**
* **Achieved organic EBITA growth of 25% to $68m.**
* **Drove total sales of $1.27bn in UK -** total order value of contracts signed in the UK alone.
* **Major customer contract negotiation** (e.g. Deutsche Bank - $116m, Serco - $145m)
* **Divested loss-making businesses** (Germany, South Africa & Swedish Security consultancy).
* **Turned around loss making businesses into profit** (Luxembourg, Sweden). Negative margins were turned around to 34% and 32% EBITDA respectively.
* **Enhanced Managed Services** with launch of cloud and utility services, negotiated initial contract of over $5.4m (Private Cloud Services) in UK Public Sector.
* **Expanded into Ireland** through acquisition in line with strategic objectives (2010).
* **Expanded into India** with 1st availability services contracts in 4 regional centres ($5m pa revenue in 2 yrs. Utilised as low-cost region operations through sister company and then direct model.
* **Business Continuity Service Provider of the Year winner**: 2011, 2010, 2009, 2006, 2005, 2002, 2000, 1999 as voted by a customer and industry panel.
* **CIR Business Continuity Awards, Lifetime Achievement Award,** Winner, 2015

SVP & UK Managing Director **January 2001 - October 2005**

**Comdisco Continuity Services (CCS) – UK Ltd**

UK Managing Director **2000 – 2001**

Business & Product Development (Europe) & Marketing Director (UK)  **1994 – 2000**

**EDUCATION & QUALIFICATIONS**

**CBI SE Council,** Member; **IOD,** Chartered Director; **Royal Society of Arts,** Fellow