# **Daryl Willcox**

daryl@willcox.co.uk

A successful entrepreneur and Non-Executive Director with broad expertise in business management, strategy and growth. Experience across sectors as diverse as media, technology, aviation and property as well as education and the not-for profit sector. Developed businesses by being a digital disruptor and brings technical awareness to manage risk of business disruption. Has demonstrable strengths in marketing, branding, community development, customer service and financial oversight.

**NON-EXECUTIVE /ADVISORY/ TRUSTEESHIPS ROLES**

|  |  |
| --- | --- |
| **Advance Helicopters Ltd** | 2019 to date |
| A pilot training organisation |
| **Non-Executive Director**  |
| Invited to join the Board to bring a more commercial focus to the business |
| * Recommended refocussing the business to a pure training entity and achieved Board approval so delivering a much clearer strategy
* Led a review of marketing already resulting in a more energised team and increased engagement with customers and prospects
 |

|  |  |
| --- | --- |
| **Guild** | 2019 to date |
| A tech start-up offering a powerful and secure messaging platform for business users |
| **Shareholder and advisor on PR and Marketing** |
| * Recognised for constructively challenging the Executive’s marketing and communication strategy
* Valued for providing a sounding board to the CEO to help validate the Executive’s plans
 |

|  |  |
| --- | --- |
| **Access Intelligence plc** | 2018 to date |
| A leading provider of software in the marketing communications sector |
| **Advisor** |
| Invited by the purchasers of ResponseSource Ltd to take this role to continue to develop its network of journalists and influencers |
| * Guided the Board on ways of developing the community which has enhanced the breadth of the network
* Helped guide the merged entity to incorporate the ResponseSource Ltd strength of a customer focus approach
* Supported the marketing team to apply a structure to promote the business beyond its traditional PR network to a wider journalist community which has increased the client base
 |

|  |  |
| --- | --- |
| **Blackboys Pre-School** | 2011-2014 |
| A community run pre-school – a registered charity |
| **Chairman** |
| * Led the drive to make the school financially sustainable at a time of financial crisis
* Led a closer engagement with the community and ran a marketing campaign which successfully increased the number of children at the school
 |

**EXECUTIVE CAREER**

|  |  |
| --- | --- |
| **SkySpace** | 2018 to date |
| Provides flexible office space for small businesses |
| **Founder and CEO** |
| * Developed and launched a contemporary brand in this space
* Achieved 80% occupancy across two sites
 |

|  |  |
| --- | --- |
| **ResponseSource Ltd** | 1997-2018 |
| A software-as-a-service (SAAS) platform for journalists and PR professionals, with 50 staff and 3000 customers |
| **Founder and CEO**  |
| * Grew the business to be a highly recognised brand in the media sector
* Established an effective senior management team (SMT) of seven focusing on sales, customer service, data quality and iterative product improvement using agile software development techniques
* Coached the management team to become virtually autonomous with robust financial controls to prepare the business for a successful exit which was achieved
* Achieved exit with the sale to publicly quoted Access Intelligence plc
 |

**EARLIER CAREER**

|  |  |
| --- | --- |
| Business and technology journalist | 1994-1999 |

**EXECUTIVE TRAINING**

|  |  |  |
| --- | --- | --- |
| Cranfield School of Management | Finance Fundamentals for Growing Businesses | 2019 |
| Institute of Directors | Role of the Non-Executive Director | 2018 |
| Cranfield School of Management | Sales Essentials for Success | 2015  |
| Cranfield School of Management | Business Growth Programme | 2014 |