

Rob Noble (Robert Michael Noble) – Curriculum Vitae

Summary

Rob is an energetic & experienced company chair, director & consultant with a proven track record of creating successful growth & profit in AI, EdTech, advertising & technology businesses.

Chair of The Webinar Vet; Europe's largest provider of online CPD for veterinary professionals, Forestreet; AI-powered platform disrupting world of market research & MBA-IT; a major supplier of IT solutions to Financial Services as well as running his own successful consultancy Fidem. Rob has also been a non-exec director of various digital, advertising, technology, media & marketing companies around the world. Rob has driven 5 successful exits in recent years & a total of 8 in his career. Prior to this he specialised in turnarounds and start-ups after holding European board positions at Digital and IBM/Lotus. He holds a first-class honours degree in electronic engineering.

Experience

CHAIR FORESTREET LTD., 2022 – PRESENT

Non-exec Chair of Forestreet, originator of AI-powered platform that is disrupting global market research industry.

- Revised go-to-market strategy to focus on strategic partners
- Launched SaaS offering in September 2022

CHAIR ALPHA VET INTERNATIONAL LTD., 2018 – PRESENT

Non-exec Chair of The Webinar Vet, Europe's leading provider of high-quality professional training for vets and vet nurses using an advanced webinar platform.

- Strengthened senior team to drive new digital strategy and growth plan
- Returned organisation to profitable growth via membership expansion & focus on digital sales
- Acquired veterinary recruitment platform & WikiVet
- Developed scalable virtual conference offering as pivot response to COVID-19 crisis

CHAIR MBA-IT LTD., 2015 – PRESENT

Non-exec Chair of London City based technology solution provider. Offerings cover the complete IT spectrum. Helps clients to manage their growing IT operations in our hosted cloud or on-premises; professional advice on IT best practices; harness the latest hardware and software to power their business.

- Supported executive directors with digital strategy, Finance, HR, key staff appointments & legal advice
- Carved out & sold unprofitable Services Division.
- Created and executed new growth plan. Profits doubling year on year.

CHAIR OF ACQUIRE PERFORMANCE MARKETING LTD., 2015 – 2022

Non-exec Chair; Affiliate Advertising management specialists. Working closing with advertisers to plan, craft and orchestrate powerful global affiliate marketing programmes that drive top line growth and incremental value.

- Founded company & set-up team all the way through to exit via successful management buy-out
- Supported executive directors with digital strategy, Finance, HR, key staff appointments & legal advice
- Conducted strategic & team building exercises to help organisational growth & effectiveness

FOUNDER & MANAGING DIRECTOR OF FIDEM CONSULTING LTD., 2002 – PRESENT

Consulting services company, assisting start-ups and mature digital & advertising companies with strategy & execution

- Designed and delivered successful growth strategies with the senior management of many companies
- Running of private family office for international advertising entrepreneur

CHAIR OF iDETAILAID LTD., 2015 – 2018

Non-exec Chair of iDetailAid; the leading CMS and app-based solution for managing and delivering approved content and collateral to Life Sciences & Pharma sales representatives, wherever they are based and whenever they need it. iDetailAid provides businesses with a ground-breaking, web-based CMS.

- Successfully advised & assisted with fundraising then subsequent growth & exit via trade sale
- Supported executive directors with digital strategy, Finance, HR, key staff appointments & legal advice
- Conducted strategic & team building exercises to help organisational growth & effectiveness

NON-EXEC DIRECTOR BLOGL LTD., 2016 – 2023

Non-exec director of matchmaking service for bloggers and advertising brands. blogl provides a transparent and supportive community where bloggers, brands and PRs can connect & interact openly.

NON-EXEC DIRECTOR RAMP INTERACTIVE LTD., 2014 – 2018

Non-exec director of Creative technologists specialising in web and mobile application development. A product company, tech startup and technology agency based in London.

- Successful exit via trade sale to US consultancy

NON-EXEC DIRECTOR SOUNDMITE LTD., 2014 – 2019

Non-exec Director and founder shareholder of unique short form audio social networking platform & app.

- Successful exit in June 2019 after founding in 2014
- Raised seed capital & gained SEIS status to aid funding with Angel Investors

NON-EXEC DIRECTOR VZINTERNET LTD., 2012 – 2017

Helping to set-up vzInternet Limited, addressing a specific and pressing cyber-security dilemma facing all online transacting organisations.

- Part of founding team to help define the product & business proposition
- Raised seed capital & gained SEIS status to aid funding with Angel Investors, fundraised A Round

NON-EXEC DIRECTOR MERCER MEDIA LTD., 2010 – 2013

Non-exec & founder shareholder of unique affiliate trading company

- Devised & drove liquidation strategy which realised tax efficient multi-£m exit for shareholders
- Part of founding team who devised & executed ambitious & innovative business plan

NON-EXEC DIRECTOR PLASTIK THEATRE LTD., 2007 – PRESENT

Non-exec & founder shareholder of creative theatre & video production company

- Supported executive director with finance & legal work
- Created corporate video business to offset loss making theatre productions
- Mentored CEO & used personal network to bring in corporate work

CHAIR GDM DIGITAL (GLOBAL DIGITAL MARKETS LTD.), 2008 – 2014

Founding non-exec Chairman & shareholder of first RTB Trading Desk for advertising in Europe, 50+ staff

- Very successful exit with sale of company to leading global ad-tech platform company in December 2014
- Mentored CEO & drove best practice for board & senior management team that resulted in better communications, faster growth in revenue & profits as well as smoothly executed pivots.
- Supported executive directors with set-up, strategy, finance, HR, key staff appointments & legal advice
- Set-up operations in various European countries, US & Australia, rapidly & at low cost
- Fundraising, investor relations & M&A work, resulting in less distractions for senior management

CHAIR JACK MEDIA LONDON LTD., 2005 – 2013

Non-exec Chairman & shareholder of leading full service advertising agency, 48 staff worldwide

- Successful exit with sale of company to large UK agency in April 2013
- Supported executive directors with digital strategy, finance, HR, IT, key staff appointments & legal
- Conducted strategic & team building exercises to help organisational growth & effectiveness, which resulted in the boosting of profit margin from 10% to 17% & creation of new finance function

CHIEF OPERATING & CHIEF FINANCIAL OFFICER, SKINKERS LTD., 2004 – 2012

Digital services agency & leading global permission marketing & advertising solutions provider. Built iPlayer for the BBC.

- Successful trade-sale to IMI mobile in summer 2011
- Built up company in UK & Internationally from 6 to 85 heads
- Incubated & carved out live internet TV news platform – Livestation Limited
- Drove strategic acquisition of mobile app company
- Raised over £12m in VC funding & negotiated 10% “tech for equity” deal with Microsoft
- Boosted engineering team’s productivity by 58% by introduction of agile development techniques
- Negotiated major contracts with global brands such as BBC, American Airlines, MBNA & Aviva
- Successfully implemented new online accounting, HR & sales-force CRM systems

FOUNDER & MANAGING DIRECTOR, ASSURED MEDICAL LTD., 2002 – 2004

Innovative services company supporting surgeons & physicians medical practices

- ❑ Founded, grew & managed sale of business to staff & leading London hospital group
- ❑ Grew turnover to £750k with 37 clients in first year
- ❑ Outsourced all medical transcription to India via bespoke integrated internet solution

MANAGING DIRECTOR, Q-GO UK LTD., 2001 – 2002

Software company offering web-based natural language navigation tool

- ❑ Set-up legal entity, recruited high calibre team & launched company.
- ❑ Secured first major contracts with Merrill Lynch & National Lottery Fund

MANAGING DIRECTOR EUROPE, BEENZ.COM, 1999 – 2001

Ran largest division of internet advertising, consumer loyalty & e-currency company with 120 employees

- ❑ Drove growth of 75,000 consumers per month to a total of 3.25 million
- ❑ Voted third “most promising European e-Commerce Company” by Sunday Times
- ❑ Opened offices in most European countries within 12 months

CHIEF EXECUTIVE OFFICER, INTERNET APPOINTMENTS LTD., 1998 – 1999

Turnaround of failing internet job advertising business offering recruitment website “taps.com”

- ❑ Successful & profitable trade sale to Stepstone ASA
- ❑ Company turned around and value increased by a factor of 4 within 12 months

SENIOR DIRECTOR CLIENT SERVICES, IBM/LOTUS DEVELOPMENT CORP., 1996 – 1998

IBM/Lotus EMEA Board member. P&L & client responsibility for EMEA services division

- ❑ Managed \$36m budget & 350 personnel across region to exceed all goals
- ❑ Revenue growth of 36% & 54% each year with increased profits & improved customer satisfaction by integrating disparate geographical units & created specialist business development team
- ❑ Introduced career ladders & people development pipeline to address skills shortage
- ❑ World-wide “Manager of the Year” 1997 awarded by President of Company in December 1997

MANAGING DIRECTOR, FACULTY LTD., 1994 – 1996

Turnaround of technical training & consulting company

- ❑ Within 12 months grew sales by 37% whilst boosting profitability by >50%
- ❑ Gained Microsoft certification for new training courses that brought in over half income within 12 months
- ❑ Acquired & merged two competitive training companies, gaining coverage in UK in France

VARIOUS ROLES, DIGITAL EQUIPMENT CORP. (DEC), 1982 – 1994

Global computer hardware, software & services vendor employing 128,000 people world-wide

European OpenVMS & Alpha Marketing Manager, 1991 – 1994

- ❑ Developed European recovery plan, created training materials and led sales in leading countries
- ❑ Launched Digital’s flagship 64-bit chip – AlphaXP in UK & Europe
- ❑ OpenVMS business decline of 30% halted & growth of 3% pa established (£30m over target of \$820m)

Service Business & Sales Manager, 1988 – 1991

- ❑ Ran UK’s largest & most successful consulting & services region (\$28m)
- ❑ Developed & introduced new services of Disaster Recovery & Outsourcing

Sales Account Manager – British Gas, 1987 – 1988

UK Sales Programme Manager – Workstations, 1985-1987

Field Service Manager & Senior Support Engineer, 1982 – 1985

CABLE & WIRELESS LTD.,

Trainee Engineer at Company College & Brunel University. ITSC Engineer in Bermuda. Senior Watch-keeper at Saudi Telex Station Jeddah. Managed technical specifications for Hong Kong message switching centre

Education

- ❑ Cranfield School of Management – Strategic Business Planning
- ❑ INSEAD – Strategic Marketing in a Competitive Market
- ❑ Harvard Business School – Digital Marketing Diploma & DIST
- ❑ Digital Management Training Programme (“Fast Track”)
- ❑ Electronic Engineering (BSc. Hons. 1st Class)
- ❑ 8 “O” Levels & 3 “A” Levels (Maths, Further Maths & Physics)