



# Giles Morgan

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Loves running, my kids, my dog, travel, art, music

## 31 YEAR JOURNEY

Jan 2017 – May 2020 Recruited as an **Associate Partner** into EY to add **digital skills** into the Global M&A leadership team and to **launch** my idea for an **intelligent M&A platform**. As the **Global EY Embryonic Leader**, I **overdelivered** the business plan, built the product, educated over **500 people** and delivered over **\$50m in revenues** in just **18 months**. During this period I also wrote the '**Innovation Principles**' for **UN Women GICC** that we launched at the closing bell at **Nasdaq**. From **Mar 2015 – Jan 2017** I was responsible for **Digital Innovation & Strategy** in Deal Advisory at **KPMG**, Global digital contact for **BP, Shell & Novartis**. Delivered **£2m** in revenue. I was recruited into the firm by the Head of Markets on the UK board of **KPMG**. Prior to this **Feb 2014 – Mar 2015** I was **Consulting Partner** at a top **digital agency** called **Lab**. Supported **200% organic growth** in agency revenues. For **5 years** before this **Jul 2010 – Mar 2015** I operated as a **Venture Partner & Investor** in **4 seed start-ups** through an **incubator** called **Caboodle**. We **exited** 3 of the 4 companies through trade sales. For the **preceding 20 years** I held a number of **senior roles** in **Media companies** including **Chief Operating Officer** and **EMEA Group Digital Director**. The roles included **launching** new businesses **Internationally** in **Russia, Middle East** and operating in the **United States**. During this time I was part of a **turnaround team** that acquired a media business through **Henderson Global Investors** and exited with **August Equity**, three years later. I started my career in **1989** as a **Cobol Programmer**.

## EDUCATION

Fakenham Grammar 1988 Open University 2014  
Cambridge Judge Business School – Business Analytics 2020

## I CAN...

...run a product team, coordinating technology teams, vendors and partners. Present to C-Suites at Corporates, PE or Start-ups. Evaluate digital opportunities for value creation across portfolios of assets. Build successful teams. Deliver large sustainable accretive revenues \$50m+

## SKILLS

Digital Strategy Commercial Business Development Product Lead Product Strategy Digital Value Creation Digital Dilligence Cross-functional Team Leadership C-Level Relationships Business Strategy Digital Channel Strategy Customer Engagement Origination Long Term Value New Business Model creation Senior Stakeholder Management Public Speaking Team Player

## SECTORS

Consumer Products Technology Financial Services Life Sciences Media Energy Private Equity

## Contact

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(LinkedIn)

[www.hubbleventures.com](http://www.hubbleventures.com)  
(Company)

[www.planetunderdog.com](http://www.planetunderdog.com)  
(Company)

[angel.co/u/giles-morgan](https://angel.co/u/giles-morgan) (Personal)

## Top Skills

Digital Strategy

Digital Media

E-commerce

## Languages

English

## Certifications

DIGITAL DISRUPTION: DIGITAL  
TRANSFORMATION STRATEGIES

## Publications

Digital Traveller: how data  
technologies could reimagine UK  
transport

# Giles Morgan

Non-Exec Director | Advisor to Fortune 500 | Speaker | Entrepreneur  
| Digital Strategic Transformation Leader | Investor | Technologist  
| Board Member | Venture Capital | Private Equity | Corporate |  
Startups

London, England Metropolitan Area

## Summary

"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do." - Steve Jobs

### My Story in Brief;

- My background is a mix of Industry and Consulting experience
- I've been on the board of numerous media and tech businesses for many years
- Was recruited by Henderson Global Investors to become COO of fast growth media business through to exit with August Equity.
- I've been a Partner in Digital Agencies
- Incubated and exited 3 digital businesses of my own
- Was headhunted into KPMG Deal Advisory by a board member to lead Digital Innovation & Strategy.
- I then joined EY to build an M&A engine, I led the Global Embryonic team, took it to market and delivered staggering revenues in less than 18 months.

### In Detail;

- I am an experienced Strategist, Innovation Specialist, Technology Product Lead and Entrepreneur. My current role brings together digital technology and M&A. Innovating across the transaction life cycle for Corporate organisations and Private Equity including Technology due diligence, Exit readiness, IT & Operational restructuring, Separation & Carve-Out, Strategy, Post Merger Integration & Transformation

Running Teams Utilizing;

- Front-end: Next.js, React, Node.js
- Back-end: Java, Elastic, MySQL
- Systems used: Atlassian Jira and Confluence, Slack, Github

Recent focus: [DataScience] [AI] [ML] [DataAnalytics]  
[SemanticSearch] [SemanticWeb] [GraphDatabase]

I have three children Jacob, Noah and Daisy who are amazingly embarking on their Cranleigh School education as the 4th generation of the family to attend the school.

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## Experience

Etch

Non-Executive Board Advisor

June 2020 - Present (4 months)

London, England, United Kingdom

Non-Executive Strategic Advisor to the board of Etch Group across 5 divisions. Value Creation, strategic growth and future financial planning.

Etch Horizon is the future-focused advisory firm of the Etch Group. We are a problem-focused organisation led by ex-'Big Four' strategists and technologists, utilising advanced technology to help our clients navigate the ever-changing landscape.

Hubble Ventures Ltd

Non-Executive Director

January 2020 - Present (9 months)

London, England, United Kingdom

We focus on helping companies at the beginning of their journey, when the mountain seems huge and when the founders need networks, ecosystems and partners. It's here where we can help most: connecting engineers and other skillsets, helping to find their first clients, refining product positioning and providing a network of relevant connections. Being prepared to climb the mountain is as important as climbing the mountain itself.

Investor in Fondeadora, Mexico's first Fintech Neobank

## 6degrees

Non-Executive Director

January 2020 - Present (9 months)

London, England, United Kingdom

Your Ecosystem Partner for M&A

Pre-Deal | Data-Room | Post-Deal

The most intelligent journey for PE in the market

## Planet Underdog

Non-Executive Director

August 2019 - Present (1 year 2 months)

London, England Metropolitan Area

Co-Founder & Investor in sustainable pet brand Planet Underdog. A new online subscription-based service for dogs.

## Tarian Biotechnology Limited

Non-Executive Board Advisor (Series A Raise)

January 2020 - July 2020 (7 months)

Core Alzheimer's immunotherapy with pivot to COVID19 immunotherapy aimed at Cytokine storm.

Tarian Biotechnology has developed novel treatments to combat neurodegenerative and inflammatory diseases. Our clinical portfolio includes Alzheimer's Disease, Secondary Progressive Multiple Sclerosis, Systemic Sclerosis and Amyotrophic Lateral Sclerosis

## EY

Associate Partner | Strategy & Transactions | Global EY Embryonic Leader | Technology M&A

January 2017 - June 2020 (3 years 6 months)

London, United Kingdom

I joined EY to bolster the Transaction Advisory Services Digital team and to build an M&A platform that became EY Embryonic that we successfully launched around the globe. The platform was built around a Buy v Build methodology that I co-developed with the Digital M&A team. After some 5.5 years in Professional Services in the UK I decided to look for a move Internationally.

## UN Women

UNWomen Global Innovation Coalition for Change - Innovation Leader

March 2018 - July 2019 (1 year 5 months)

Greater New York City Area

In addition to my role at EY, I served as the Innovation Leader for the UN Women Global Innovation Coalition for Change

As part of UN Women's innovation strategy to drive industry-wide action in this area, UN Women is creating a Global Innovation Coalition for Change (GICC). The GICC is a dynamic partnership between UN Women and key representatives from the private sector, academia and nonprofit institutions focused on developing the innovation market to work better for women and to accelerate the achievement of gender equality and women's empowerment.

Specifically, the GICC will focus on the following actions:

- Build market awareness of the potential for innovations developed by women that meet the needs of women and girls.
- Identify the key barriers to women and girl's advancement in innovation, technology and entrepreneurship;
- Work collaboratively to identify and take actions to address these barriers and needs at an industry-wide level;

The inaugural meeting of the GICC took place within the margins of the UN General Assembly on 14 September 2017 in New York.

We launched the GICC Innovation Principles I co-wrote at the closing bell of NASDAQ in September 2018.

## KPMG UK

Director of Digital Innovation & Strategy, Global Strategy Group, Deal Advisory

March 2015 - January 2017 (1 year 11 months)

London, United Kingdom

KPMG is a 'Big Four' \$25bn leading provider of professional services, which include audit, tax, financial, management consulting, strategy and risk advisory. The Global Strategy group is tasked with advising on future operating and business model strategies for KPMG Clients globally.

## LAB | Digital Agency

Consulting Partner

February 2014 - March 2015 (1 year 2 months)

London, United Kingdom

After selling my previous businesses and investments, I was introduced to the owners of this fast growth digital agency; they asked me to help the board grow the agency, whilst I was deciding on my next major move. During this time, I generated a large pipeline of clients, co-led a successful Guardian pitch with a board director and team. Helped the agency build market fame via digital insight events such as 'The Art of Conversation' series that was attended by the CMO's of Cathay Pacific, Coca Cola and many more brands. Lab won 8 awards in 2014, having not won any the previous year, which was testament to the fantastic team. Work was centred on customer engagement and growth via Omni-channel. The agency is now one of the fastest growing in the UK over the last 3 years.

## Caboodle

### Venture Partner & Investor

July 2010 - March 2015 (4 years 9 months)

london, united kingdom

Caboodle was my Incubator and Accelerator, advising businesses on; Investment Strategy and Incubation, Digital Strategy, Mobile Strategy, 3D/CGI Experiential, Analytics, Data Mining, Horizon Scanning, IOT Implementations and management.

Responsible for advising the management teams of three small businesses on growth strategy, operating model and business models. Working with the teams to expand their market presence and helping them recruit the right talent into the businesses. Key role in building client relationships and helping them scale.

### Key Achievements;

- Incubated three businesses to early stage exit Dimmr, Bespoken Digital and BLB Branding Agency
- Generated substantial returns for the investors

## Ink - we are travel media

### Group Digital Director EMEA

July 2008 - July 2010 (2 years 1 month)

London, united kingdom

Ink is the worlds leading airline media business. It produces print and digital content and products for the world's largest airlines including United Airlines,

KLM, Thai Airways, EasyJet, RyanAir and 38 more with offices in London, NY, Atlanta and Singapore.

Responsible for building out relationships with the largest media networks such as WPP, Mindshare, Mediacom, Zenith, Carat and Publicis. Advising leading global consumer brands such as Nikon on content-based engagement campaigns through the Ink media estate. Orchestrated one of the first global digital magazine deals on the Apple newsstand.

## Boat International Media

### Chief Operating Officer

January 2005 - January 2008 (3 years 1 month)

Kingston upon Thames, United Kingdom

Boat International Group is the largest marine media business in the world. It produces print and digital content and products servicing the Superyacht marine industry for clients such as Sunseeker, Fairline, Princess, Ferretti Group, Abeking & Rasmussen, Lurssen and many more with offices in London, Moscow, Dubai and Fort Lauderdale.

Recruited into the position of COO by Matteo Perale at Henderson Global Investors to complete the £18m acquisition of Boat International Group. Restructured business operations across London, Paris and Ft Lauderdale. After this we refocused the overall online strategy, launched the inaugural World Superyacht Awards, expanded the business into Russia and the Middle East and finally worked with the board on positioning the company for a fund buyout at £30m with August Equity.

### Key Achievements;

- Successful closure of a complex operation in Paris
- Re-organisation of the distribution strategy
- Implementation of new CRM strategy and system
- YOY increases in revenue

## eSubstance

### Group Digital Director EMEA

January 2003 - December 2004 (2 years)

eSubstance was a 3i backed fast growth tech startup in the dotcom era. The business generated and delivered digital content for clients such as Vodafone for their Vodafone Live Mobile service.

Managed a team that delivered major gains across the portfolio for clients such as Vodafone and easyJet, the largest being a 46% gain on the previous year. Coordinated brand campaigns for FMCG clients across the media estate. I delivered large-scale revenues on new projects such as Bradmans and Summit Hotel Group after the firm merged with a publisher.

### Transad International (OFEX), Galleon Holdings (AIM)

Chief Operating Officer

July 2001 - January 2003 (1 year 7 months)

london, united kingdom

Transad International was a struggling OFEX listed business that owned the patent to the advertising frame on the back of airline seats.

My newly formed management team reverse acquired the firm and pivoted the business with a more media focus. Worked with leading luxury brands targeting HNW/UHNWI via media and data products.

Key Achievements;

- Completed an IPO on OFEX raising £360k seed capital on a valuation of £2m
- Generated extensive International press coverage from FT to Red Tops.
- Exited the business successfully

### MLP Media Group

Group Trading Director

March 1995 - July 2001 (6 years 5 months)

London, United Kingdom

MLP Media was one of the leading B2B publishers in the UK owning market leading titles such as Human Resources, HR World and Enterprise for Entrepreneurs.

Senior member of the management team responsible for client liaison and partnerships with leading global technology businesses such as Oracle, IBM, SAP and Microsoft. Positioned the sale of HR World to Haymarket Group and directly responsible for the commercial activities around the 'Entrepreneur of the Year' Awards.

Key Achievements;



- Implementation of new CRM system
- YOY increases in sales productivity
- Trade sale of HR World to Haymarket Group

## PGA TOUR

Sponsorship Media Management & Licencing Manager  
September 1991 - February 1995 (3 years 6 months)

PGA Tour is the largest golf tour in the world operating more than 50 events/ matches a year.

My role was working with leading consumer brands such as Mercedes-Benz in finding engagement and sponsorship opportunities across the PGA Tour media and event estate including publications.

Key Achievements;

- £600k worth of sponsorship sales in 3 months
- Ranked No.2 in terms of sales against a team of 35.

## Norwich City Council

Cobol Developer  
September 1989 - August 1991 (2 years)

Local authority covering issues such as housing, local services, tourism and transport.

Joined the IT team as a computer operator and then progressed onto programming Cobol in their IT department working on IBM 4381, ICL 39 Series and McDonnell Douglas Sequoia mainframe computers.

Key Achievements;

- Promoted to Programmer after 6 months
- Completed software for the controversial 'Poll Tax'
- Developed software to support over 130,000 local citizens.

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## Education

University of Cambridge

Executive Education, Digital Disruption: Digital Transformation  
Strategies · (2020 - 2020)

The Open University

Professional Certificate in Management / MBA, Business, Management,  
Marketing, and Related Support Services · (2014 - 2018)