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| Rufus Evison MASenior Business & Technology Leader | Non-Executive Director [rufus@evison.com](mailto:rufus@evison.com) ▪ +44 (0) 77645 88942 ▪ [LinkedIn](https://www.linkedin.com/in/rufus/?originalSubdomain=uk)  **in** |

***A successful, agile, entrepreneurial expert in the interface between technology and the real world***

Brings a demonstrated history of delivering a unique balance of leadership skills, change management expertise and entrepreneurial ability. Executes business optimisation and change, resulting in growth with a renewed focus on operations including strategic development and digital marketing. A true leader with a particular affinity for entrepreneurialism, has served as company Director of several successful start-ups. With 25 years of experience at board level, has worked across, computer simulation, web design and build, web analytics, healthcare, retail analytics and artificial intelligence. Effectively blends first-class communications, leadership, and management skills, operating with strategic understanding helping to make commercial ambitions a practical reality. Combines broad commercial acumen with an impressive track record in accelerating seamless scale-ups and transformations to achieve objectives. Leverages a track record of delivering disruptive innovation, increasing operational effectiveness, and positioning organisations for sustained success and possesses skills and experience in fast-paced project delivery environments to successfully lead, develop, and manage large diverse multifunctional teams. A leader, advisor, and consultant, who embeds a deep knowledge of using technology as a driver for business growth, and with an execution discipline that revitalises functions and delivers profitability growth in businesses of all sizes, prioritises strategic goals and approaches issues with a creative, independent, and analytical mindset.

As a member of the board, will present the difficult questions, providing broad oversight to ensure unification of all stakeholders. Will strive to maximise board outcomes and accelerate organisational objectives leveraging a proven track record of success.

**Subject Matter Expertise**: Transformational Change ▪ Leadership & Management ▪ Technical Strategy & Integration ▪ Product Development ▪ Growth & Profitability ▪ Functional Excellence▪ Advisory & Consultancy ▪ Technology Implementation ▪ Strategic Planning ▪ Stakeholder Engagement ▪ Business Optimisation ▪ Business Intelligence

#### Board & Career Contribution

Non-Executive Director

**NCT Charity 2012-2015**

*Provided board advisory to the trading arm of the company and helped steer the largest parenting charity in the UK*

Roll Committee Member / Chair, New Initiatives Group

**Girton College, Cambridge University 2006-2022**

*Founded group under the direction of the Roll Committee to find ways of fostering greater involvement from the younger members*

Non-Executive Director

**FusePump 2011-2014**

*Issued guidance through the creation of a proposition for trade-driving budgets and how to move from trade-driving to media budgets once a trusted relationship was established*

Non-Executive Director

**Niovo Ltd May-Nov 2005**

*Supported strategic decision-making as well as reviewing all processes and higher-level technical decisions*

Chair, Standards Subcommittee

**Web Analytics Association (WAA) 2004-2005**

*Defining the Internet*

Non-Executive Director

**Green Cathedral Plc 2000-2003**

*Advised full-service digital agency business on producing a policy to fulfil core business requirements*

Non-Executive Directors

**eNetSale Ltd 1998-1999**

*UK shopping centre covering art, antiques, books, electronics, and auctions, provided advisory to steer the company through the initial start-up and towards their final trade sale*

#### Key Areas of Delivery

**Green Cathedral Plc**

* Maintained a position on the board of Green Cathedral as the company continued to grow, with a focus on ensuring that GC’s technical direction continued to be strategically led, rather than dragged tactically by short-term customer requirements. Integral in planning the separation of GC into four different companies – representing the four areas of the core business –which has shown dividends in terms of profitability and accountability.
* Wrote the company’s security policy, allowing GC to contract with “Which Magazine.” A previous security breach of the client’s new media solution required new providers to present a stringent, standards-compliant policy.

**eNetSale**

* Guided the online retail “mall” through the initial start-up and towards their final trade sale. Built the organisation from 0 to 100+ small businesses before the company was purchased in a corporate acquisition. Advised on the technical aspects of online media, helping to prevent fatal flaws in the technical architecture and ensuring scalability.

**Cambridge Trishaws Ltd**

* Established the UK’s first successful bicycle taxi service, including preparing the business case and winning a bid for council licensing within Cambridge City. Negotiated a lucrative exclusivity contract.

**Global Diagnostics Ltd**

* Stepped in following the CTO’s rapid departure. Assisted with solutions provision for a major rollout plan to 21 hospitals and addressed issues caused by the strategic management gap. Provided oversight and guidance, from strategic planning to deep technical networking. Oversaw the integrated web-based systems that made up a radiology patient care solution.

#### Career History

Strategic Advisor

**Capisco Ventures Ltd** **2018-Present**

Director

**5th Tier Ltd** **2020-2023**

Digital Strategist

**Fanlogic 2014-2018**

Web Analytics Expert

**Starfish 360 2010-2015**

Head of Digital

**EYC 2011-2013**

Consultant

**Rufus Evison Ltd 2010-2011**

Strategy Director

**Dunnhumby 2007-2010**

Chief Technical Officer (contract)

**Global Diagnostics Ltd Feb-Jun 2006**

Chief Technical Officer

**Clickstream Technologies Plc 1999-2007**

***Further history available upon request***

#### Education & Professional Standards

MA Mathematics **| University of Cambridge**

Fellow **| Royal Society, Encouragement of Arts, Manufactures & Commerce (RSA)**

Member **| ABCe Internet Technical Group**