

Glen Richardson

CTO, Fruugo

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Summary

I am a Technology Entrepreneur and specialise in e-commerce. I have worked with, developed and launched Internet-based technologies since 1999. Most recently, since mid-2013, I have been working to grow Fruugo.com; a global shopping marketplace localised in 32 countries which provide choice and security for consumers around the world.

Skills & Expertise

E-commerce

Start-ups

Entrepreneurship

Marketing Strategy

Experience

Chief Technology Officer (CTO) at Fruugo

January 2017 - Present (3 months)

- Company Director & Shareholder
- Technology; infrastructure, scaling, innovation and R&D
- Information, process and policy
- Facilitation of operations
- Tactical planning and evaluation

Chief Marketing Officer (CMO) at Fruugo

August 2013 - January 2017 (3 years 6 months)

10 x growth from 2013 to 2016 and positive EBITDA late 2016.

- Company Director (appointed December 2015) & Shareholder
- Marketing and PR (B2B & B2C)
- Technology; scaling, innovation and R&D
- Operations and policy
- Tactical planning and evaluation
- Information and process management
- Strategic partnerships

Marketing Consultant/Co-founder at Various

2003 - July 2013 (10 years)

- ByBox, Sales & Marketing Consultant
- Paradise Wildlife Park, Marketing Consultant
- Specle, Sales & Marketing Consultant
- Magic Web Solutions, Sales & Marketing Consultant
- Office of the Independent Adjudicator for Higher Education, Project Manager

- My Rewards Company (Auto Miles), CTO (exit event)
- Gininet/Ginicam, COO (current shareholder)
- SendSocial, CEO
- JustBought.it, CEO
- IQ Development, CEO
- Site Foundry, CEO (exit event)
- Auteg Motorsport, CMO (exit event)
- The Berkshire Local, Editor-in-Chief
- RG Magazine, Editor-in-Chief
- Poker Icons, UK President

IT Sales Consultant at Various

2002 - 2004 (2 years)

- Elcom/SCC, Field Sales
- Added Dimension, Telesales
- Apple, Solution Sales

Web Designer/Developer at Various

1999 - 2002 (3 years)

- CareersOfficer.com, Webmaster
- Cumbria Newspapers, Senior Web Designer

Interests

Christianity, social enterprise, running, photography, guitar, drums, technology, business, apologetics, xbox, poker, strategy games

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23 people have recommended Glen

"Glen is one of the smartest profesional I´d ever meet. He is one of the stronger profesional in the Digital ecosystem and I had the oportuntie to enjoy with his fantastic rol as a speaker and his special way to do the things. Absolutely amazing."

— **Tito Calvo**, was with another company when working with Glen at Various

"I met Glen about a year ago and had the privilege of working with him through a few other events. One of the truly unique elements to glen is his insatiable appetite to help in any way he can-whatever you ask of him. Glen is hard working and extremely passionate about the tasks he works on. I am always impressed by how much he can have going on no yet always seem to be cool, calm , and collected about everything. He does not distract easier and has turned out to be a good friend. I am happy to support his projects and truly believe in the merits of his work."

— **Jennifer Arcuri**, was with another company when working with Glen at Various

"Glen is probably the most dynamic and enthusiastic consultant I have come across in over 25 years in marketing. His ability to interpret a brief, formulate an action plan from this and engage with the relevant stakeholders to implement it is second to none. I would have no hesitation in recommending him to assist you in any start-up or established business where you need quick and efficient traction into the marketplace."

— **Mike Houghton**, was Glen's client

"Glen is a visionary entrepreneur, knowledgable and skilled in the world of start-ups and early stage business growth. His passion, enthusiasm, and energy is infectious and both myself and my team enjoyed working alongside and with Glen."

— **Peter Rawling**, was with another company when working with Glen at Various

"I met Glen at a recent conference. Not only his personality but also his great speech was outstanding. I am looking forward to making business with him."

— **Thomas Baum**, was with another company when working with Glen at Various

"Glen is an inspiration to work with. His drive, tenacity and "get the job done" attitude rings out in everything he does. Glen is solid pair of hands and someone i would recommend wholeheartedly."

— **Nick Magliocchetti**, was Glen's client

"The conversations started before i'd even met Glen. We booked into the recent Commercially Social event at Uclan and it was refreshing to experience such a warm and welcoming acknowledgement long before the date of the event. Glens knowledge and passion was obvious from the pre-event build up all the way into the real-time experiments during it (#OneLifeLiveIt). This made for a highly informative, fun and engaging presentation in what was a truly great event."

— **Dan Johnson**, was Glen's client

"I had the pleasure of meeting Glen at a recent industry event - it's not often that someone "wows" me with such an interesting presentation - Glen's presentation was thought provoking, sowed the seeds of lots of new ideas and backed up several theories of my own. Not just a great presenter, Glen is clearly a very astute businessman in the tech arena. I'm looking forward to crossing paths many more times!"

— **Andy Nelson**, was with another company when working with Glen at Various

"I had the pleasure to meet Glen in London eDeal Summit and although the business model of Just Bought it is great and "I love it", his personality is even greater. I clearly recommend him as Speaker on Entrepreneurship and Leadership!"

— **José Luis Ferrero**, was with another company when working with Glen at Various

"I saw Glen present at the Internet Retailing Expo 2013, on the ever growing trend of Showrooming. It was a well put together, well detailed presentation & much of the information will be useful to many of our clients. His enthusiasm was second to none, & the donuts (Krispy Kreme no less) helped grab the audience's attention, while demonstrating an important issue which the presentation was focused on. If you're looking for someone who'll give your conference that little something extra that people will remember, get Glen in!"

— **Kimberley Ross**, was with another company when working with Glen at Various

"Glen presented at Internet Retailing Expo 2013 in the SoLoMo (social, local, mobile) track in March about how retailers can beat showrooming with showrooming. Not only was his presentation thought provoking and detailed, but it was entertaining, inclusive, got the audience involved – and he gave away donuts... what's not to love? Seriously Glen is an excellent speakers, and expert in his field and has some massively cool ideas that need to be shared. And he's a damn fine gentleman to boot. Hire this man!"

— **Paul Skeldon**, was Glen's client

"Glen gave an excellent presentation which informed, intrigued, amused, and engaged the audience. An excellent approach in providing great content without the pitch. I loved it and look forward to having Glen speak at our next event."

— **Raman Sidhu**, was with another company when working with Glen at Various

"I first met Glen during 2012 when he presented the JustBought.it idea to me. I found Glen to be a very charismatic, knowledgeable and enthusiastic person. He has the ability to simplify potentially complex ideas and turn them into profitable ventures. I have no doubt Glen will succeed wherever he finds himself. A good leader and sound visionary."

— **Stephen Sumner**, was Glen's client

"Glen's enthusiasm, knowledge of the tech sector and willingness to share that knowledge are second to none. I met with Glen around the private launch of justbought.it and his vision and desire to get products to market was extraordinary. We have recommended justbought.it to clients and I'd not hesitate in recommending Glen as a person also."

— **Paul Shepherd**, was with another company when working with Glen at Various

"I've never seen an idea as good as JustBought.it, it was great and explained to all aspects of people what his actual aim was. He executed his presentation well and kept people interested. His example of brand 'effect and back and move' made me understand and become more aware of how to be pro active within my business."

— **Olusegun Babatunde**, was with another company when working with Glen at Various

"Glen's workrate is outstanding. He is able to make big things happen quickly, backed up by some impressive contacts. His unique creative style is a key factor in ensuring great results."

— **Lateef Badat**, was with another company when working with Glen at Various

"Glen is an absolute delight to work with and makes completing complex projects fun and effective. He always puts in the hard yards and has that elusive knack of turning effort into impact. Glen is highly innovative and extremely well informed in the areas of business, tech and social media, I would recommend him as a work partner, consultant or advisor in a heartbeat"

— **Neil Simpson**, was with another company when working with Glen at Various

"Glen provided Entrepreneurs Durham with a first class, highly interactive, entertaining and thoughtful talk at our Spotlight Series address. With a focus on 'Social Proof', his presentation on building tech businesses was highly engaging and we look forward to inviting Glen back to Durham."

— **Alex Deung**, was Glen's client

"Glen is one of the industry nice guy's. A digital native, a hard worker, a well connected individual, and someone who goes about his business with integrity. Down to earth, direct, empathetic, and trustworthy. Top bloke is our Glen."

— **Ben Austin**, was with another company when working with Glen at Various

"Glen was a key player in organising the Internet Pioneers event at the University of Hertfordshire. He also gave a great presentation that went down well with the audience - a class act!"

— **Dr Andrew Francis**, was Glen's client

"I worked with Glen at Ginicam. I can say that he is a very talented speaker, especially when it comes to dealing with customers and potential investors. He is very familiar with the social network platforms and has good ideas about new online products and services that could hit the market, this mainly due to his combination of business development skills and technical knowledge. Glen is an enthusiast with a lot of energy, a good friend and a happy person."

— **Roberto Torres**, worked directly with Glen at Various

"I learnt so much working alongside Glen at Ginicam. His knowledge, contacts and experience when it comes to tech was second to none and a fantastic asset for the business. He has brilliant presentation skills and can engage an audience really well, this was demonstrated regularly when showing the product to potential clients/investors, or when taking part in events such as Techpitch 4.5 in London, and the Internet Pioneers Event at the University of Hertfordshire. He was always willing to listen to everyones ideas and contribute brilliant ones of his own. He brought a great culture of enthusiasm and drive to the organisation. When it comes to managing the development of the site Glen was very hands on, he hired a great team and made sure the work they completed was always perfect. Any tech start-up or established internet company would profit from having Glen on board."

— **Matthew Blakemore**, reported to Glen at Various

"I really enjoyed working with Glen. His commercial and technological awareness combined with his management and sales experience made him an excellent motivator, mentor, colleague and friend. We are all sad to see him leave, although confident that he will succeed wherever he lands."

— **Jon Prove**, worked indirectly for Glen at Various

[Contact Glen on LinkedIn](#)