

# SACHA ROOK

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## Non-Executive Director

Business start-ups and sustainable scalability

Commands expertise in leveraging new and emerging technologies to influence the creation of innovative businesses. Has operated at the helm of leading companies in director, C-suite and non-executive capacities to steer their launch, growth and evolution. A specialist in building successful, rapid-growth enterprises, transforms visions into results via the development of unique products and propositions. Adept at aligning stakeholders to strategies at all levels of seniority, including in the boardroom, to optimise people performance and profitability. As a result, has generated multimillion revenues to facilitate global expansions.

A technology pioneer with superb commercial acumen, now seeking to broaden non-executive experience in order to empower board members in the realisation of sustainable growth ambitions.

### AREAS OF EXPERTISE

- |                      |                          |                          |
|----------------------|--------------------------|--------------------------|
| ☑ Board Governance   | ☑ Leveraging Technology  | ☑ Global Leadership      |
| ☑ Strategic Planning | ☑ Product Development    | ☑ Stakeholder Management |
| ☑ Business Start-Up  | ☑ Mergers & Acquisitions | ☑ Collaborative Cultures |
| ☑ Growth & Expansion | ☑ Public Listings        | ☑ Team Development       |

### CAREER CHRONOLOGY

#### TPX human+

Founder & Non-Executive Director

2018 – Present

*A subsidiary of Notbinary, worked with the company founders to establish this robotic process automation vendor and transitioned to a non-executive director position to advise the board leadership team.*

- Collaborated closely with the founders to develop a business plan and a proposition to target potential clients. Also made key contributions to the business case to secure funding from the Panoply group.
- Provided commercial support, including through the costs-benefit analysis of proof of value projects, that aided the successful bid for a nine-month local government contract to deliver RPA services.
- Currently targeting expansion into Norway in partnership with another Panoply group company with ultimate ambitions to fortify the group's Scandinavian and European foothold.

#### Notbinary

Founder, CEO & COO

2017 – Present

*Launched the Panoply group company to modernise businesses and enable them to leverage the digital economy.*

- Grew the company from one client and five FTE to forge a diverse client base and a 50-strong team. Turnover exceeded £3m in Y1 and is projected to double in Y2 with quadrupled profitability.
- Engaged to develop a digital cloud platform for DVLA. Built five multidisciplinary agile software development teams to deliver software services in support of DVLA's migration from legacy platforms.

- Coordinated a team of five data specialists to execute the migration and subsequent development of an automated data ingestion, transformation and presentation service to the cloud for Ranger Services.
- Created a team of 10 and scaled this to 25 to deliver a digital transformation for Registers of Scotland.

### **The Panoply Holdings plc**

Founding Partner

2017 – Present

*An innovative, world-class technology services group with over 200 FTE and developers distributed nationally and globally. Focused on leveraging new and emerging technologies to provide bespoke solutions and services.*

- Made integral inputs into the investor pitch and the business model for the initial set up of the company. Filtered potential acquisition targets and liaised with numerous legal teams to acquire and integrate targets.
- A major player in the creation of documentation and an approach for the investor roadshow, which comprised pitches to 60 investment funds to acquire sufficient capital for a 2018 IPO on the AIM Exchange.
- Developed the group strategy to target organic growth in individual group members and inorganic growth through continued acquisitions, facilitating European expansion with a social-driven purpose.
- Built on established partnerships with leading prominent cloud platform providers, including Amazon Web Services, Microsoft and Google, and advised them on developing their own propositions and digital strategies to strengthen their public and private sector presence.

### **Methods Digital**

Co-Founder & Co-Owner

2012 – 2017

*Initially appointed to Methods Consulting, launched this digitally focused spinoff in 2014, holding full P&L responsibility and working with a range of clients, including government, commercial and third sector entities.*

- Grew the team to 100 members, achieving £10m annual revenues with up to 20% profitability within three years of trading.
- Key projects included railway software development for Resonate, the National Archives operating model redesign, technology consolidation within Ofcom and delivery of Haymarket's digital and cloud strategy.
- Acted as a strategic adviser to government, including on the Common Technology Strategy, requiring the modelling of benefits from a £200m capital investment to secure funding from HM Treasury. Led a team of 20 to demonstrate how service and cost improvements could be realised.

### **RBWM**

CTO

2008 – 2012

System Programmer & Architecture Lead

2000 – 2008

### **First National Bank**

IT Security Manager

1997 – 2000

### **TNT**

IT Security Analyst

1995 – 1997

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1995 | BSc Urban Environmental, Political, Economic & Spatial Studies | University of Greenwich  
 Numerous cloud platform, information systems security and ethical hacking certifications

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