

COMPANY DIRECTORS

The Board comprises three Executive Directors, the Chairman and two Non-Executive Directors, who are considered to be independent. The Directors are ultimately responsible for managing the Company's business in accordance with its Articles and assessing the appropriateness of its business strategy. The Directors also have overall responsibility for the Company's activities.



David

NON-EXECUTIVE CHAIRMAN

David is a technology entrepreneur with a 25-year career in the software industry. He has founded and led multiple software businesses. David was co-founder and CEO of WANdisco Plc (now Cirata Plc) from 2005 to 2023. He is a board trustee at the David and Jane Richards Family Foundation, dedicated to educating and empowering children. David also co-founded the Laptops For Kids campaign to close the digital divide. He received an MBE in 2022 for services to the information technology sector and young people, particularly during Covid-19. David received a degree in computer science from University of Huddersfield in 1992 and received honorary doctorates from Sheffield Hallam University in 2017 and the University of Sheffield in 2023.

Tom

CHIEF EXECUTIVE OFFICER

Tom has over 20 years' experience in the manufacturing sector. He founded 53 North in 2013 as a result of his passion and knowledge for Asset Care and Equipment Life Cycle Asset Management. Tom is also responsible for Reliability Services at 53North, which includes the development of Asset Care Packages to improve life cycle costing to enhance plant performance and maintenance cost effectiveness. He received a Master of Science (MSc) degree focused in Maintenance Engineering & Asset Management from the University of Manchester.





Daud

CHIEF FINANCIAL OFFICER

Daud qualified as a Chartered Accountant at PwC in 1998. From 1999, Daud has over 20 years' experience in investment banking and investment research with a focus on the technology space and software/IT services specifically. Between 2018 and 2022 Daud was VP Corporate Development for WANdisco Plc (now Cirata Plc) where he had responsibility for Investor Relations and had periods running marketing and Inside sales. Daud has a degree in Computer Science and Management from Cambridge University.

Keith Smith

CHIEF OPERATING OFFICER

Keith brings over 24 years of expertise in the FMCG sector, specializing in the development and promotion of Asset Care Standards. With a robust background in mechanical and industrial engineering, he has excelled for eight years as a Head of Asset Management for 53North Group. Keith's proficiency spans Food Processing, FMCG, Process Engineering, Engineering, and Maintenance Management.

In his role as Chief Operating Officer at IntelliAM AI, Keith leads all operational teams, driving the development of the IntelliAM platform to help customers achieve world-class asset care standards. Prior to this, he spent 16 years at Mars Inc, where he held various operational and engineering roles, gaining valuable experience in the industry. Keith's educational background includes a Master of Science (MSc) in Maintenance Engineering and Asset Management from the University of Manchester, obtained in 2017.



Keith Ridgway

INDEPENDENT NON-EXECUTIVE DIRECTOR

Keith is Chair of Industry Wales and was the Founder and Executive Chair of the National Manufacturing Institute Scotland and Advanced Forming Research Centre at the University of Strathclyde. He is now the Senior Executive Manufacturing at the University of Strathclyde. Keith was the co-founder of AMRC at the University of Sheffield and was the Executive Dean from 2000 to 2019. In 2012 he established the Nuclear AMRC and AMRC Training Centre and led the expansion of the AMRC with new Centres in North Wales and Preston. Keith was awarded an OBE for services to UK manufacturing industry in June 2005 and a CBE for services to UK manufacturing industry in January 2012. He is a Fellow of the Royal Academy of Engineering, the Institution of Mechanical Engineers, the City of Guilds London Institute, and the Royal Institute of Naval Architects. In 2012 he was awarded Honorary Fellowship of the Royal Aeronautical Society. Keith is an independent Governor of Sheffield Hallam University and a Member of the Prime Ministers Council for Science and Technology.

Julie

INDEPENDENT NON-EXECUTIVE DIRECTOR

Dame Julie is a successful South Yorkshire-based entrepreneur. She built Pyronix Ltd from start up in 1986, to leading global producer and distributor of high-quality security systems before selling the business in 2016. Julie is also Chairperson at Robson Handling Technology Limited, a NED of AES Engineering, Chairperson of Maltby Learning Trust, a multi-academy trust Chair of RISC and Joint Chair of SRGP, two national committees dealing with Security, Resilience and Growth for the Defence, Security and Tech UK Sector. In 2019 Julie was honoured with a Damehood for her work with heritage, while in 2020 she was awarded Freewoman of Rotherham in 2020. Julie's CBE in 2002 and Honorary Doctorate from Sheffield Hallam University in 2005 were conferred in recognition of her contribution to business in the region.



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Registered in England & Wales

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