

EXECUTIVE PROFILE

Industrial AI founder and commercial executive with 20 years across deep technology, enterprise go-to-market and operational leadership. Co-founded Senseye in 2014, built its commercial function from first principles, scaled the business to global manufacturers including Nissan, Mars and Tata, and helped lead its acquisition by Siemens in 2022. Subsequently owned global Senseye sales within Siemens Digital Industries and led the full commercial integration. Combines engineering depth with board-level strategy and a record of turning complex technical products into repeatable enterprise businesses.

100% YoY

ENTERPRISE REVENUE
GROWTH

10,000+

ASSETS IN LARGEST
DEPLOYMENT

~14 days

TYPICAL DEPLOYMENT
TIME

<3 months

TYPICAL CUSTOMER
PAYBACK

PROFESSIONAL EXPERIENCE

Siemens Digital Industries

2022–2025

Global Head of Business Development, Senseye

Global

- Owned global sales for Senseye across pipeline, forecast, regional coverage, channel integration and cross-sell within the wider Siemens portfolio.
- Led the full commercial integration while carrying the revenue target: rebuilt sales motion, pricing, contracting, customer success, annual planning, CRM and reporting on the Siemens operating stack.
- Positioned Senseye as a core pillar of Siemens' industrial AI strategy and led commercial positioning for Maintenance Copilot, its generative-AI extension launched in 2024.
- Completed the full three-year acquisition retention period through 2025.

Senseye (acquired by Siemens)

2014–2022

Co-Founder · Commercial, Marketing & Business Development

UK & USA

- Co-founded an industrial AI predictive-maintenance company and built the commercial function end-to-end: GTM, enterprise sales, marketing, partnerships, pricing, customer success and analyst relations.
- Owned bookings, commercial budget, pricing and margin policy, forecasting and annual planning; reported to the board and investors from Series A through acquisition.
- Delivered 100% year-on-year enterprise revenue growth through larger contracts, multi-site rollouts, renewals and land-and-expand across global manufacturers.
- Scaled the largest customer from pilot to 10,000+ monitored assets across nine factories, 100+ asset types and 650+ concurrent users in Europe, Japan and North America.
- Opened North America personally: relocated to Nashville in 2019, established the regional office, won initial reference customers and developed the partner network.
- Built the commercial leadership team as Senseye grew from three people to approximately 70; supported the £3.5m Series A and commercial diligence for the Siemens acquisition.
- Established the 2018 Siemens MindSphere partnership that developed into the acquisition relationship; led analyst engagement across Gartner, Forrester, ARC and Verdantix.

EARLIER EXPERIENCE

Critical Software Technologies

Engineer → Sales & Marketing

2006–2014

Southampton, UK

- Spent five years engineering safety- and mission-critical aerospace and defence systems, including embedded monitoring, wireless sensor networks, dependable systems and European research programmes.
- Moved deliberately into sales and marketing; led named accounts and proposal teams and developed the enterprise buying-cycle expertise that later informed Senseye’s commercial playbook.

SELECTED ACHIEVEMENTS

- Enterprise outcomes:** enabled deployments in approximately 14 days, typical ROI within three months, up to 50% less unplanned downtime and up to 30% greater maintenance productivity.
- Commercial confidence:** made customer economics robust enough to offer a money-back ROI guarantee as a standard contractual term.
- Account scale:** expanded complex multi-year engagements across automotive, FMCG, heavy industry, utilities, aerospace and manufacturing.
- Company building:** helped scale Senseye from three founders to approximately 70 people, through institutional funding, international expansion, acquisition and Fortune 50 integration.
- Market creation:** developed category position through analyst relations, press and authored thought leadership across Forbes, Global Mining Review, Automation.com, Raconteur / The Times and Professional Engineering.

CORE CAPABILITIES

- Industrial AI & enterprise SaaS
- Go-to-market strategy
- Enterprise sales & expansion
- Pricing, margin & commercial planning
- Category creation & market education
- Board, investor & forecast reporting
- Commercial team design & leadership
- Post-acquisition integration

EDUCATION & CREDENTIALS

University of Southampton

BEng Digital Systems Engineering (Honours)
Joint computer science and electronic engineering programme

Technical contribution

Named inventor, network-connected sensor technology
GB2541460

Published research

Contributor, *Industrial Deployment of System Engineering Methods*
Springer, 2013

RECOGNITION & SECTOR EXPERIENCE

Recognition during Senseye tenure: NMI Emerging Technology Company of the Year · Top 5 UK mid-size IoT startup · Top 10 IoT manufacturing company

Sectors: Automotive · FMCG · Heavy industry · Utilities · Aerospace · Manufacturing · Mining

Languages: English (native) · Spanish (learning)

EXECUTIVE PROPOSITION

Most effective where a technically differentiated product needs sharper commercial strategy, credible enterprise execution and an operating model that holds from customer shop floor to boardroom.