

# Chris Staveley

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## SUMMARY

- Dynamic business leader with board level experience and a track record of success
- Entrepreneurial, ambitious, visionary, highly technical, thought leader
- Following success as a CEO, now enjoying a portfolio career of advisory and consultancy roles

## THE VALUE I CAN BRING

- **Board experience**  
**As an executive:** I was the CEO on a board established by investors to steer the business from investment through to exit; here I saw first-hand how the non-executives bring governance and challenge to the executive team  
**As a non-executive:** I am now a Non-Executive Director and Chairman of an early stage technology Company, using my skills and experience to support the executive management and other Company stakeholders
- **Build and exit experience**  
I built an amazing sensing technology Company and sold it to a huge US headquartered oil & gas multi-national which, together with a side deal in aerospace, had a total deal value in excess of \$30M
- **Business restructuring experience**  
I have managed the administration of two businesses, one to restructure Company debts to allow ongoing trade, and another to extract a valuable technology Company from an insolvent group
- **New Company creation experience**  
I took a cash cow customer out of a failing business and setup a new Company which traded for 6 years, delivering significant dividends
- **Proven method of strategy execution**  
I adopted and implemented the “entrepreneurial operating system”, a robust process that drives an organisation to deliver its strategy via manageable, goal-oriented activities
- **Business Development expertise**  
I have been the principal Business Development resource through most of my career, creating business development strategies and leading their execution
- **Deep understanding of technology**  
I am a professional engineer with a sound understanding of many technical disciplines and have multiple patents from my early design career
- **Finely honed business and leadership skills**  
I was a long-term member of the CEO mentoring and peer group [Vistage](#), where I gained experience, insight and wisdom of solid business leadership
- **Strong network**  
I have a network of business leaders from many industries, as well as technology end users and decision makers in several industrial sectors

## MY PERSONAL TRAITS

- **Probity**  
I believe in doing the right thing and always act with integrity and diplomacy
- **Active listener**  
I listen with intent to identify underlying issues
- **Strong challenger**  
I can robustly test another’s position in a non-confrontational way
- **Tenacity**  
My business success is a result of my resolute, goal-oriented personality
- **Down to earth**  
I am a family man who enjoys golf, snowboarding and cycling

## CAREER EXPERIENCE

### September 2020 to present:

**FOUNDER:** [Ascot Consultancy Ltd](#) (Management Consultancy)

A Company through which I provide non-executive board and consultancy services

- **2023/01 – CHAIRMAN AND INVESTOR NED:** [RAB Microfluidics Ltd](#) (UK oil condition monitoring Co)  
Governance and strategic support of a new, disruptive monitoring technology  
Representing the interests of the principal institutional investor
- **2020/10 - BOARD ADVISOR:** [Sitigris Ltd](#) (UK Cleantech startup within P2P energy trading)  
Helped the Company find its strategy and now supporting the executives with their execution
- **2020/10 - TECHNOLOGY CONSULTANT:** [L2M Rail](#) (Indian railway technology business)  
Supporting the development of advanced metrology to improve safety on India's rail network
- **2020/09 - BUSINESS DEVELOPMENT CONSULTANT:** [Proximion AB](#) (Swedish fiberoptic technology Co)  
Created a new business development strategy and now supporting its execution

### 2018 to June 2020:

**EESA OPERATIONS MANAGER:** [Halliburton](#) (Global Oilfield Services Company)

- Managed the integration of the Smart Fibres business and technologies into Halliburton

### 2002 to 2018:

**CHIEF EXECUTIVE OFFICER:** [Smart Fibres Ltd](#) (Fibre optic sensing systems Company)

- Recruited to rebuild the business after the 2000-2002 technology market recession
- Appointed an administrator to extract the Company from an insolvent group
- Built and strategically led the Company from infancy through to high value trade sale
- Board member with full P&L management and shareholder return responsibility
- Prepared board agendas and information packs, managed board meeting actions
- Built strategic alliances with major oil & gas and aerospace sector partners
- Gave strategic direction and mentoring to a highly skilled team
- Contributed to Company intellectual property portfolio (3 patents)
- Negotiated and closed a >\$30M business exit, realising value from both aerospace and oil & gas

### 2000 to 2002:

**MANAGING DIRECTOR:** [Staveley Engineering Co. Ltd](#) (CNC machining Company, dissolved)

- Appointed to turnaround failing family business
- Led business restructuring & negotiated a voluntary arrangement with creditors
- Closed the Company and setup a NewCo to retain the principal customer's business

### 1992 to 2000:

**COMMERCIAL DIRECTOR, DEPUTY GENERAL MANAGER, PROJECT MANAGER, SENIOR ENGINEER:**

[Frazer-Nash Research Ltd](#) (Electric vehicle drivetrain and electronics R&D Company, dissolved)

- Commercial lead for £10M electronics R&D business
- Presented Company technology to VIPs and Heads of State
- Led acquisition of new staff, technologies & facilities to support growth
- Supported set-up of an electric vehicle manufacturing facility in Malaysia
- Led integration of an acquired electronics manufacturing facility in Scotland
- Established volume product manufacturing in Malaysia
- Won a contract to supply 300 electric vehicles to the Sydney Olympics
- Designed Helmet Mounted Display systems for Formula one

### 1986 to 1992:

**SENIOR SYSTEM ENGINEER:** [GEC Marconi Avionics Ltd](#) (Aerospace Defence Contractor)

- Designed Head Up Display and Helmet Mounted Display systems for military aircraft (3 patents)

## ADDITIONAL INFORMATION

- 1986 BSc Hons Electronic Engineering – University of Kent at Canterbury
- Highly numerate with exceptional IQ, EQ and IT skills
- Born 26th August 1965 (fit, healthy, ambitious), three sons
- Full driving licence, comfortable with domestic and international travel