

Ketan Karia – Career Summary

An executive with a pedigree of helping companies grow with strategies that accelerate shareholder returns via scale or reposition in new markets.

Proven success at multiple start-ups and corporates in both executive and non-executive roles. Driving growth organically - through diligent execution of the agreed strategy by global teams, and inorganically - having successfully acquired, integrated or merged seven companies, to deliver increased shareholder value.

Summary of Non Executive & Advisory Roles:

- **Chairman | Seed Property Group** – start-up focused on wealth management via property for their HNW members
- **Advisor | Wilford Smith – helping the CEO Reinvent** a prestigious but traditional law firm for the 21st century
- **Partner | Advisor, Tower Growth Management** – Helping TGM acquire & scale, companies across multiple sectors in their portfolio.
- **Investor | Advisor, Ubamarket Ltd, -** Revolutionising the retail shopping experience. I helped monetise the retail data on their platform into new revenue streams
- **Non-Executive | Avia Wealth Management** – Boutique private wealth management service based in London & Dubai. Helped devise new services targeted at their high net worth clients
- **Mentor | Enterprise Hub, Royal Academy of Engineering** - advising select innovations to commercialise their inventions
- **Mentor | Conception X, UCL** – creating deep tech start-ups from innovative Phd's
- **Investing Partner at**
 - **IW Capital,**
 - **Quivira Capital**
 - **Inflection Associates**
 - **Seed Property Group**

Past Advisory roles and outcomes:

- **Advisor, Hanx** – A health & wellness start-up developing products aimed squarely at empowering women to take control of their lives. I've advised on strategies to scale their e-commerce platform, their digital presence and their GTM plans.
- **Secret Sales (Fashion eTailor) advisor to the founding CEO,**
Advised the founder and CEO at various stages of their growth from scaling their eCommerce to the first 1m subscribers to raising their first round of external capital. SS is now a £47m business with 5 million+ active subscribers.
- **Baptie & Co (Hosted Communities) board advisor and investor,** Advised the board through a business transform from events management to monetising on-line communities.
- **Fratwell Downing (Library mgmt. SW), Non-Executive director**
I was the CEO mentor and investor representative at this VC backed SME, where we devised strategies that delivered 300% growth over 2 years followed by a successful exit.
- **Operandi (hosted solutions for B2B supply chains) Exec-in-residence,** Helped the founder transform a raw start-up to posting a profit in 12 months
- **CityReach International (hosted server farms), advisor to the CEO,**

Defined and implemented verticalised value propositions across their European datacentres resulting in their largest deal (€62m) and an exit a year later.

- **Corporate Advisor at MC Venture Partners & ISIS (now Living Bridge) Capital 2000 - 2004**

Executive Roles:

Action Corporation, 2007 – 2016

Part of the executive team that has grown the company from a start-up to a \$150m global enterprise. Worked closely with the board and investors to acquire and integrate 3 acquisitions, successfully re-brand the company and reposition it as a Gartner recognised player in the Information Management sector. I have also led or actively participated in pitches to PE firms and companies interested in acquiring our business.

Senior Vice President, WW Field Operations 2014 – 2016

Head up the DMI division within Actian responsible for \$110m of revenue servicing 10,000+ blue chip clients worldwide. Grew the business by 15% and delivered 52% ebidta to fund the Analytics division. The expansion strategy involved defining a series of initiatives, getting them funded by the leadership then coaching multi-functional teams globally to execute on a series of connected local plans to deliver the results.

CMO & SVP, Actian Corp 2007 - 2013

CMO for the first six years responsible for formulating and implementing strategies with the leadership team that led to the company growing from a start-up to the 2nd largest Business Open Source player in the market. Operationally I was responsible for all marketing activity including launching a post financial crash initiative called the 'New Economics of IT' which had worldwide press coverage, recognised and quoted by open source CEO's and elevating one of our clients to the cover of CIO magazine. This resulted in a 10X increase in sales funnels worldwide and scaled our web-site traffic to over a million. Latterly responsible for strategic planning and WW field implementation where we successfully rebranded the company and launched the diversification into the Analytics space. I led the launch of an Analytic database, which went on to top the TPC-H charts for the next three years beating better funded rivals like Oracle, Microsoft and IBM thus establishing Actian as a Gartner recognised innovator in Data Management and Analytics segments.

Sybase Corporation, Vice President, Worldwide Field Marketing 1998 - 2007

Held several senior roles within Sybase as we repositioned the company from a \$500m Relational Database player to a \$1.5bn Enterprise Management leader under the Unwired Enterprise strategy. I was instrumental in establishing Sybase a global leader in the Business Intelligence. **Acquired by SAP for \$6.5bn**

Ardent Software (renamed Ascential SW), Director, European Marketing 1996 – 1998

Acquired by Informix for \$1bn

Cognos Director of Marketing 1993 -1996

Qualifications:

University College London; BSc (Hons) Computer Science
Business & Management School at ICL run by MIT.