



Eric Kearley

Business transformation, growth & diversification

Profile

Eric is an executive and consultant specializing in business transformation, diversification, and growth. He specialises in situations in which an organisation faces decline due to drastic changes in the business environment, or when a growing organisation is in danger of stalling due to multiple options. Eric establishes direction and implements solutions. He works across the fields of strategy, tactics, org design, product & services, brand, marcoms, go to market, marketing, and sales. He has successfully turned around the fortunes of organisations varying in size from large corporations to start-ups.

He is especially skilled in creating alignment from Board level to front line staff and driving change. His methods are based on leveraging current assets to drive transformational growth. Eric also speaks, advises, and holds workshops on scaling start-ups and SME's. Before starting as a consultant in 2015, Eric worked as a business transformation leader within large corporations, holding C-level positions. These included Viacom, Sky and Microsoft co-founder Paul Allen. His work was focused on expansion, business diversification, new market entry, JV's, M&A's and new products and services. He has combined this with Board positions for start-ups and directorships for business incubators.

U.S born with Swedish-British dual nationality, Eric has lived in nine countries across four continents and has worked with ventures in more than 30 markets across the UK, Europe, Africa, The Middle-East and APAC.

Qualifications and Experience

- Master of Business Administration (MBA) - Ashridge Business School, UK
- Certificate in Leadership, one-year course. - Auckland University Business School, New Zealand
- Certified SME mentor- Auckland Business
- Bachelor of Journalism - University of Gothenburg, Sweden

Some of Eric's Projects

Client: UK based white label SaaS start-up/SME with clients such as BT and major sporting leagues.

Sector: Digital, SaaS, customer engagement, advertising

Specialism: Scaling strategy, partner identification & negotiation

Brief:

- Advise on priorities and strategies for global scaling.
- Introduction, deal facilitation and negotiation with global tier for Telcos, media conglomerates and sporting organisations.

Outcomes:

- Clear GTM, B2B strategy.
- Partnerships/sales to several tier 1 Telcos globally.

Client: World top ten global consultancy.
Sector: Digital, technology, media, investment, policy & regulation.
Specialism: Investment Transformation, international partnerships, policy.
Brief:

- Senior Advisor to top global consultancy, working jointly on a high-profile transformation project for one of the world's largest public investment funds.
- Direct multi \$BN investment into the digital, technology and media industries.

Outcomes:

- New policy, strategy, and substantial multi-year investment program.
- Outcome will be a new global digital, media & technology hub.

Client: Award winning UK Venture Funds.
Sector: Venture Capital.
Specialism: Advisory, NED, mentoring
Brief:

- Mentor a collection of start-ups- mostly seed and A series level- on scaling.

Outcomes:

- New expansion strategies for several UK businesses.

Client: Mid- sized national broadcaster
Sector: Digital Media
Specialism: Digital transformation, Business transformation
Brief:

- To drive business digital transformation, growth, and business diversification
- Increase company valuation in advance of planned trade sale/IPO.

Outcomes:

- Developed and aligned Board, Shareholders, and leadership around new Digital First strategy in complex stakeholder environment.
- Raised \$84M of incremental funding for several new ventures
- Turned all digital services through profitability via agreements with Facebook, Google and MSN.
- Facebook partnership awarded by Facebook as best global marketing practice
- Launched and scaled international licensing business
- Created JV with main competitor.
- Over \$100M in incremental revenue, independent company valuation from \$350M to \$850M.

Client: Global Tier 1 Telecommunications company
Sector: Technology, content, digital, media.
Specialism: Strategy, growth, go to market, ROI
Brief:

- Lead review to increase ROI on premium sports rights and technology acquisitions.

Outcomes:

- Developed and implemented new strategies and consumer propositions.
- Created world first Telco-Google/YouTube programmatic advertising partnership.
- Tenfold revenue increase.