



David is a 15-year veteran of the IT industry having built a series of international companies in enterprise software, mobile applications and eLearning.

David is a board director at Seebyte, focusing on building the company's sales & marketing functions. David works closely with the SeeByte Product Managers to maintain the company's reputation for customer service excellence and its ability to build only products that meet the specific needs of its target markets.

During the 1990s David grew and sold two companies in Scandinavia combining mobile & wireless technologies with enterprise software applications. These companies were founded on the principle of selling through global Channels in partnership with major vendors, a route that delivered large wireless deployments of up to \$2m each.

As a pioneer of Mobile Enterprise Applications David founded the Idesta Group in 2001 which deployed mobile enterprise applications for multi-nationals such as Interbrew, Mars, Unilever, Pepsi, Getronics and Guinness. Idesta raised €15m in European private and venture capital, growing to be the largest player in EMEA in 18 months, employing 120 people in 8 countries with annualised Channel sales of €10m.

During 2003/04 David ran Interactive University, the global e-Learning developer and distributor of Scottish higher and further education. IU delivers 4.5 million on-line learning hours globally per annum to over 80,000 students. Under David's leadership IU doubled its turnover year on year, growing its Channel business across Europe and Asia, opening offices in Dubai, Singapore and Beijing having first achieved dominance in the domestic market. IU won the Diageo 2004 Innovative Business Award.

In late 2004 David founded and is CEO of global Product & Channel Management & Marketing specialist 2in10 with a presence in Europe, North America and Asia. 2in10 has to date worked with over 20 companies to help them achieve the skills, tools and structure necessary drive international sales growth. 2in10 continuously innovates to deliver the latest in sales & marketing best practice from across the global IT industry. David retains a focus on mobile/wireless, enterprise applications and e-Learning within the 2in10 portfolio.

He is chairman of Calico Jack, the Dundee-based mobile & wireless application developer and serves on the board of television/film services specialist MediaXchange in Los Angeles and London.

As an independent entrepreneur David has co-founded or invested in several companies from mobile applications, 3G wireless infrastructure technologies to drinks brand management, on-line recruitment and a brew pub chain. He also co-created the concepts that became the Glasgow Science Centre and the Globalscot network.

David chairs the Industrial Advisory Board at the University Of Dundee School Of Computing. He is a member of the Chartered Institute of Marketing, the Entrepreneurial Exchange and is a Globalscot. In his spare time David enjoys mountaineering and village cricket.