

Mike Walsh  
Chairman

I started preparing myself for today with an apprenticeship of more than three decades in brand strategy & comms, working on some of the world's most iconic brands: AmEx, Guinness, Ford. In that time, I was a key architect of the Ogilvy Brand Stewardship Programme, later Harvard's best-selling case study, and went on to found the award-winning Ogilvy Africa network. I've taken on major leadership roles in the charity sector, including helping to unify the British Red Cross and chairing the UK DEC. So now I'm ready for all the pleasure and the pain of helping to launch a truly innovative & inspiring start-up.

In parallel, I'm an active charity participant. As Deputy Chair of the British Red Cross had the role presenting at the National Presidents Conference why we had dissolved the 42 independently audited branches to create one unified society.

Then as Chair of the UK Disasters Emergency Committee coping with the distribution of half a billion pounds of Tsunami donations followed by 11 separate disasters in the next 5 years.

Currently Deputy Chair of a national addiction charity VIA and Chair of a local Healthcare Trust.