

Name: Dr Andy Wells
Current Position: ConsultingWhere Senior Associate

Key Skills: Business strategy Development
Product strategy and development
Operational implementation of geospatial intelligence
Sales management performance and structure support
Mentoring, training and development
Market and route to market analysis

Profile

Andy is a highly motivated, focused and enthusiastic individual with over 25 years' experience of leadership, business development, change management and strategy.

He focuses on providing a range of consultancy services to organisations looking to grow, restructure, build routes to market, create sales teams / processes and ultimately, drive performance. Previously, Andy has held Director-level positions for 16 years across three companies. With a long history of creating successful teams to generate significant growth, he has business experience within 20+ markets across 15+ countries.

Andy relies on his ability to rapidly analyse data / information, understand situations and people to quickly identify key challenges that require solutions. Driven by openness, honesty and professionalism at all times, his fundamental value derives from a focus on problem solving, performance and people. Articulate and engaging, he enjoys working within a team towards a common goal, whilst being clear on individual performance and expectation.

He combines a strong ability to grasp technical knowledge, a core understanding of requirements capture, experience in project / programme management, training, quality and corporate strategy. His technical capability and knowledge is especially strong around the use of geospatial and satellite technology to meet business and government challenges. Amongst his key capabilities are:

- ✓ A people person able to quickly adapt to working within new teams. Able to understand group dynamics, motivations within individuals and create coherent common goals.
- ✓ Product development including route to market creation, partnership management and distribution models.
- ✓ Performance management, especially within business teams including organisational structure, target creation, monitoring systems and incentivisation.
- ✓ Strategic implementation of geospatial data and systems within business processes, across a range of markets including Government, Utilities, Academic, Oil, Gas and Mineral Exploration, Health, Insurance, Defence and the Environment.
- ✓ Change management, process development, organisation and structure creation, leadership and team development.
- ✓ Resource management including budget creation / management and delivery.
- ✓ Enabling geospatial technology to deliver business-critical proposals including FDG programme to UK MOD, 2012 Olympics Geospatial Security System to the Metropolitan Police, national farm and environmental mapping to DEFRA and delivery of the first UK image layer to Google Earth.
- ✓ Commercial / Legal capability to support framework development, teaming agreements and consortia creation.
- ✓ Analysis of data to create business intelligence, pattern analysis, forward forecasting and decision support metrics.

Professional Experience

2022 to present Independent Consultant

Andy is an independent consultant specialising in the provision of strategic and operational support for commercial activity within the satellite and geospatial markets. He provides support to clients across a wide range of themes including (but not limited to): market strategy, product development, performance analysis, shareholder engagement, KPI and metric generation / monitoring, route to market assessment, team management, training and mentoring.

2019-2022 Business Director - Satellite Applications Catapult

Promoted to Business Director taking on multiple key roles including direct responsibility for a team of ten across multiple markets (Health, Agriculture, Mining, Transport, Sustainable Finance, Net Zero).

Achievements

Directly supported growth in order intake from circa £6m to £21m within the 3-years of being in post. Implementation of a new sales performance analysis and reporting across the whole organisation. Supporting the creation of the corporate five-year strategy and then driving the operational implementation.

ForestMind - An ESA funded programme to deliver complete supply-chain monitoring for deforestation risk to major retailers. Core to the bid write and led the negotiation.

2018-2019 Business Head - Satellite Applications Catapult

Focused on the completion and commercialisation of a £13m Overseas Development Aid project.

Achievements

Supported the successful delivery of a range of applications including flood prediction, illegal logging and marine oil pollution monitoring. The solution harnessed cloud technology to deliver a totally automated system, combined large-scale data ingestion, management, analysis and visualisation to create a decision-support system powered by geography, space and AI / ML.

2016-2018 Managing Director - Sterling Geo

Following evolutions in the industry, the role took on the management of the business through a period of huge change.

Achievements

Continued strong growth development, whilst attracting major investment from British Government grants including Space for Smarter Government, International Partnership programme and Innovate UK's Industrial Strategy Challenge Fund.

Created a management team capable of handling a doubling in staff numbers in less than 12 months, whilst overseeing process implementation across all aspects of the business.

2012 - 2016 Business Development Director - Sterling Geo

Joined the equivalent of a start-up with a former colleague from Infoterra seeking to rapidly grow a business through purely organic means and with no inward investment.

Achievements

Lead a business re-engineering programme increasing turnover by 300%, generating sustainable profit and increasing staff levels.

Created strategic agreements and awarded contracts with Hexagon, InnovateUK, UK Space Agency, Satellite Applications Catapult, Ordnance Survey etc. diversifying the corporate portfolio.

Overhauled management systems including financial, quality (ISO9001), environmental (ISO14001) and Health / Safety (OHSAS 18001)

2008 - 2012 Director of Government Services - Astrium Geoinformation Services

Following a re-structure, the role became responsible for both sales and delivery of circa £9m of programmes across 40+ government bodies. Role included P+L management, operational delivery, project/programme management, contract review, change control, overhead management and technical team development.

Achievements

2012 Olympics Geospatial Security System for the Metropolitan Police - Lead salesperson for a successful pitch (and then delivery) of a secure online mapping and visualisation system. Integrated secure and open-source data to provide a platform for monitoring, incident response, planning and review.

Pan Government Agreement - Led the write, negotiation and close of a seven-year contract to deliver aerial photography and height data to 40+ government bodies within a single framework for the UK. The programme successfully delivered 3 million sq km of data through the Office of Deputy Prime Minister.

2004 - 2008 Sales Director - Infoterra / renamed as Astrium Geoinformation Services

Part of a board that grew annual order intake from £6m to £35m, creating a 'top 3' UK company in the industry. Spearheaded expansion of data management, software development and hosting divisions. Managed a team of 20+ business developers / account managers. Responsible for major geospatial industry implementations including Europe's largest dedicated commercial hosting centre for geospatial imagery and data.

Achievements

Future Deployable GeoINT - Directly supported the FDG programme operated by 42 Military Survey provided deployable geospatial analysis and visualisation to almost all operational elements of the army. Over a period of 10 years, software, training and support were provided, including a number of upgrades and platform / OS migrations.

Rural Payments Agency - Delivery of the core mapping for the common agricultural payments programme (£3.5bn per annum to the UK). Required between 10 and 250 people working multiple shifts to complete the work.

2000 - 2004 Sales Manager / Divisional Sales Manager AIS / UK Sales Manager - Infoterra

1995 - 2000 Product specialist / Sales Manager - ERDAS UK

1994 - 1995 Post Doctoral Research Fellow - University of Greenwich

Qualifications

PhD Remote Sensing and Terrain Analysis, Aberystwyth University (1994)

BSc (Joint Honours) Geography & Physics with Electronics, Aberystwyth University (1990)

Memberships

Institute of Directors (since 2005)

Past treasurer and board member of the UK industry association, the Association for Geographic Information (AGI)

Outside interests

Married with two children (21 and 19)

Keen rugby enthusiast (although playing days are over!)

Walking (with my dog Chilli)

Films (currently working our way through the IMDB top 250 films of all time)

Last Update: 22 February 2024