

Rufus Evison

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Strategy Director | Company Director | Governance Expert

Company Director of several successful start-ups. Internet related projects at board level since 1996, security at all levels since the late 80s. It is expected in the UK that 19 out of 20 will start up companies will fail within the first 2 years. Rufus was involved with more than 30 between 1996 and 2016. Only one failed.

Deep knowledge of web analytics and artificial intelligence. A passion for AI ethics and for empowering consumers with data. Experienced in the commercial aspects of data handling, marketing, SEO, online privacy compliance and integration. Rufus first worked in healthcare in the nineteen nineties and has a penchant for spotting interesting technologies as they move from science fiction into the mainstream and helping them set their strategic direction.

Currently disabled (multiple sclerosis), Rufus requires disabled access or virtual working.

SELECTED ACHIEVEMENTS

- On the board of True Knowledge (now Amazon Echo/Alexa)
- Saw Fusepump through to acquisition by WPP
- Responsible for the bicycle taxis in central London
- CTO Global Diagnostics, now part of the NHS
- As Strategy Director at dunnhumby (creators of Tesco Clubcard) Rufus took the company from being the experts in offline retail/loyalty to become the experts in omnichannel

SELECTED PROFESSIONAL EXPERIENCE

Strategic Advisor | **Capisco Ventures** | 2018 – present

Director | **5th Tier Limited** | 2020 – 2023

Digital Strategist | **Fanlogic** | 2014 – 2018

Web Analytics Expert | **Starfish 360** | 2010 – 2015

Strategy Director (non-executive) | **FusePump** | 2011 - 2014

Head of Digital | **EYC** | 2011 - 2013

Strategy Director | **Dunnhumby** | 2007 – 2010

CTO | **Clickstream Technologies Plc** | 1999 – 2007

CTO | **Green Cathedral Plc** | 1997 – 2002

Finance Director | **Cambridge Trishaws** | 1996 – 1997

Senior software developer | **Aspen Technology Inc.** | 1992 – 1995

Software developer | **Prosys Technologies** | 1990 – 1992

EDUCATION

MA Mathematics | **Girton College, University of Cambridge** | 1990

CHARITIES

NCT Trading Non-executive director

Girton Alumni Board

ABCe Internet Technical Group