

Moor Place
1 Fore Street
London
EC2Y 5EJ

T +44 (0)20 3582 2778

24 Park Street
Beeston
Nottingham
NG9 1DF

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REF: AP02-CDO

CONFIDENTIAL

Dear Alex,

RE: Enhanced Consultancy Offer: Chief Development Officer

Thank you for your time and honesty on the phone over the last week – it is sincerely appreciated.

Apologies didn't get this to you before now - but as discussed - Adam, myself and all at the company cannot convey strongly enough how much we hope you will take this new role as a key member of the new leadership team in order to help us implement new plans, define new structures and positive a positive re-energised direction for the company.

Your professionalism, trustworthiness and ability to work well with all levels of management and clients, together with the extensive experience and knowledge you have now gained both in the industry and at the company makes you ideally positioned to help us in the future aspirations for the company and hopefully build upon all the work and efforts that you are well aware have been undertaken to date.

With the above in mind, and building on the conversations we have had over the last couple of weeks, we have made this initial offer to cover an initial period for 3 months – but it is hoped that this period will prove successful for all concerned and that you will seriously consider staying on beyond this.

Thus, for your consideration, we enclose a summary of the role we would like you to undertake. Please note as always we are open to your input regarding potential amendments and would appreciate your prompt response if only because as you aware there are a number of key live opportunities already at hand.

Hope the enclosed is amenable, and again thank you for your feedback, directness and honesty over the last couple of weeks.

Speak soon, please call myself or Adam or both if you have any queries.

Kind Regards



For and on behalf of The JET Group Services Limited
George Eaton-Busfield ACMA CGMA
Non-Executive Consultant
[E]: george@g-cv.com
[M]: +44 (0) 7740157204

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Chief Development Officer: Mr Alex Piper Offer

Overview

The Jet Service Group would like to herein make a proposal to Mr Alex Piper to lead the Business Development function of the company as a consultant to the company. It is proposed that this offer will cover an initial period of 3 months, to start asap, but it is further hoped that this working relationship and agreement will prove successful during this timeframe such that Mr Piper will stay with the company for a longer period. However, this offer only covers this initial 3 month period in the aspiration to move things forward and to establish if Mr Piper and the company are both content and agreeable to the proposed working relationship going forward.

Mr Piper is an experienced Business Development executive and a trusted associate of senior stakeholders of the firm already with substantive experience of the company and the business industry sector.

Remuneration

Signing Bonus for the Role	£5000	immediately due upon formal acceptance by Mr Piper
Monthly Remuneration	£3600 pcm	due between the 1 st and 7 th of each month in arrears for the period of x3 months herein indicated <i>(Subject to submission of invoice by 31st of preceeding month)</i>
Completion Bonus	£1 to £5000	one time discretionary pay due at the end of 3 months to acknowledge completion of deliverables & commitment to the company's success.
Commission Payments (1)	+ 30%	for all revenue directly and individually referred to the company by Mr Piper. Payable in perpetuity for as long as Mr Piper remains a consultant, partner, associate, or representative of the company.
Commission Payments (2)	+ 10%	for all revenue indirectly and / or collaboratively referred to the company by Mr Piper or where the company or its other associates refer revenue leads to Mr Piper. Payable for 24 months for as long as Mr Piper remains a consultant, partner, associate, or representative of the company.
Commission Payments (3)	+ discretion %	a % of revenue generated for the company in other instances such as where Mr Piper may be part of a consortium or team that refers revenue to the company. In such circumstances the Leadership team or the Board of the company will decide on the fair and equitable omissions that are to be due to such members of any such team(s)
Accommodation Allowance	£750 pcm	the company will provide London based accommodation for Mr Piper at a suitable address of the company's choice. This will be paid on behalf of Mr Piper directly. Historically, this has been and will continue to be at Eaton House, 40 Rodwell Road, London, SE22 9LF, unless advised.
Travel & Expenses Allowance	£750 pcm	the company will also provide Mr Piper with a monthly expenses allowance to cover his travel costs and other miscellaneous monthly expenses likely to be incurred as part of Mr Piper's provision of services to the business This amount will be included with Mr Piper's monthly remuneration of £3000 pcm as stated above.
Insurance Premium Allowance	to be agreed	the company will also cover the costs of specific insurance that Mr Piper and the Company agree Mr Piper should acquire to support the role proposed herein. As a minimum the company advocates Professional Indemnity Insurance and Directors and Officers Liability Insurance; and that Mr Piper joins the Federation of Small Business most premier essentials membership. Mr Piper should reinvoice asap for these costs directly to the company in a one off invoice.
Vacation Allowance	6 days	during 3 month period this provides an equivalent pro rata allowance to the company's general policy.
Shares & Share Options	tbc	the company is keen to reward key personnel with shares or share options in the company. This matter is currently under review and feasibility investigation but in the event you wished, as is hoped, to remain a key component of the business, it is anticipated the company would seek to include yourself in these considerations in due course.

*Therefore, for the avoidance of doubt this means a monthly transfer of £4,750 plus the above additional.
With a review to be conducted on all matters regarding this role in 2.5 to 3 months from the date of your potential acceptance.*

The Role

The position and role herein offered is that for the “Chief Development Officer” (CDO) for the company. The CDO is to be one of five (or six) senior leadership positions that are to form the newly planned and intended “Leadership Steering Committee” (LSC). This LSC forum is intended to meet / conference once per week and is the principal forum that will executively decide, drive and implement the direction of the business going forward based on the co-operatively agreed Strategy for the business and for each business function. (More to follow on this in the near future)

Line Manager and “Reportees”

As CDO you will report into the CEO directly. Aubrey Hayward is currently fulfilling the roles of CEO and COO for the company. The Company and Aubrey have discussed possibilities to recruit a VC (Venture Capital) focused or Financial Markets focused CEO but at present it is felt that Aubrey is best placed to full both positions and no such decisions will be enacted without his full involvement and advocacy – to reiterate no such CEO appointment should be considered imminent in the near future save as to where Aubrey and his advisors feel this would be in the best interests of the business and the entire team at RANSquawk.

This also explains the above statement behind the 5 or 6 individuals that will form the LSC.

Given this defines a simple “Line Manager” for yourself, it is also important to outline your own reportees that it is anticipated you will either manage and / or co-ordinate in your inputs to the LSC.

It is important to note, and indeed as you are already more than aware, that a number of these individuals are in their own right very experienced senior professionals with both vast insight and knowledge of the company and / or of the industry and as such your role in regards to these individuals will likely be more of a co-ordinating disposition. And with this in mind, it is anticipated that the LSC may well often have additional attendees to assist and support yourself with the company’s business development, sales and marketing activities.

No doubt you can pre-empt that this will and / or may often incur Mr Baughan, Miss Laura Bennett, Mr Brad Alcini, and Mr Stuart Pettman (subject to the finalisation of his contract with the company any day). In reality, you aware of these dynamics and likely you are the ideal individual to best manage these interfaces and input to the company.

In any event, to assist you and also to highlight the other reportees that are anticipated to report into you, we have outlined the following illustrative list:

(Please not that in the event of resignations / new recruitment tickets your proactivity and input to drive these new appointments forward is to be paramount and fall under your responsibilities in co-ordination with the LSC).

(You will also note that as a small company individuals fulfil more than one role in many instances)

Chief Development Officer	Mr Alex Piper	
Leader Business Development (UK / EU)	Mr Alec Baughan	
Leader BD Software Architecture	Mr Alec Baughan	
Leader Business Development (US)	Mr Brad Alcini	
Leader Business Development (World)	Mr Stuart Pettman	
Leader Marketing and Digital Marketing	Miss Laura Bennett	(+ New Appointee via you)
Leader New Product Innovation Sales	Mr Mehul Patel	
Sales Executive & TTN / TFX	Mr Aiden Cronin	
Sales Executive & TTN / TFX	New Appointee	(50% role split with EA to Execs)

IB RESOURCES:

IB Sales Resource (US)	Mr Alex Piper	key objective is to leverage opportunity to drive revenue
IB Sales Resource (US)	Mr Alec Baughan	key objective is to leverage opportunity to drive revenue
IB Sales Resource (US)	Mr Brad Alcini	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr Stuart Pettman	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr James Voce	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr Mehul Patel	key objective is to leverage opportunity to drive revenue
IB Sales Resource (Cyprus)	Mr John Economiou	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr Aubrey Hayward	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr George Busfield	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Mr Gustav Pegers	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	Global Trader Training	key objective is to leverage opportunity to drive revenue
IB Sales Resource (World)	IPC / Other?	CDO to identify & leverage opportunity to drive revenue

It is hoped that as part of the CDO role the IB network can be materially expanded via partners and individuals.

The default IB position is a 30% commission only agreement. Indeed This is what Mr Alcini is on in the US.

In the event that he IB can provide additional services (such as product development or strategic input) then a £1500 retainer is the default offering save as to exceptional circumstances (such as for Mr Pettman who brings a wealth or Industry experience along with his potential IB revenue generation such that his retainer is enhanced).

Key Responsibilities

The key Responsibilities of this role have been identified as follows:

1. To drive strong new positive revenue growth at the company through effective strategic planning and implementation across all the Business Development, Sales, Marketing and Digital Marketing functions of the business.
2. To provide Leadership and direction in all aspects across Business Development, Sales, Marketing, Digital Marketing and Commercial Business Development Partnership opportunities at the company and in co-ordination with the LSC and the existing Senior Individuals and consultants at the company,
3. To manage, co-ordinate and optimise all people, process, technology and organisational components of the functions in '1' to deliver enhanced revenue and profitability for the company in alignment with a defined BD strategy and the over-arching Strategy of the business.
4. To define a suitable Business Development Strategy, in co-ordination with the LSC and leveraging the ideas and experience of the external experts and consultants – including Mr Busfield, Mr Pettman, Mr Hayward, Mr Patel, Mr M Cheung, Mr Baughan, Mr Alcini and Mr James Voce as is available and appropriate.
5. To own and commence the implementation and delivery of the aforesaid BD strategy and supporting project plan, whilst simultaneously delegating specific areas of responsibility to the BD and Marketing team.
6. To advise and propose on HR and recruitment actions to the LSC as advocated to support the delivery of said Business Development Strategy and in alignment with the over-arching Company Strategy.
7. To define targets and commission structures to incentivise the entire BD and Marketing team.
8. To provide feedback and proposals to the LSC on performance, proposals, actions and risks to optimise all Business Development Activity and manage any associated internal or external risks facing the company.
9. To act as a trusted advisor and executive representative to the LSC, the Board and the Company in all instances and specifically insofar as relates to Business Development, Sales, Marketing and Digital Marketing activities.
10. To actively support and obtain the acquisition, servicing, development and retention of clients to any and all of the companies products.
11. To proactively identify new BD and product development opportunities and solutions for the Company and its clients to again drive revenue and profitability growth.
12. To proactively identify and advise the LSC of potential threats and risks facing the business at any time.
13. To proactively manage and communicate the company's current pipeline of revenue generating opportunities and advocate the actions and solutions that will optimise the company's chances of securing related revenues.
14. Deliver an enjoyable and positive moral environment to both the BD functions of the business and to the Client's with which the business and the CDO engages.
15. To ensure broad view compliance in all activities.
16. To engage and communicate with the LSC on all matters as necessary to deliver the responsibilities herein.
17. To advise and recommend appropriate cost efficient training at to assist with the strategic objectives of this role.
18. To promote the business and the return to shareholders in all aspects.
19. To provide experience and support to the implementation of any new BD technology agreed to be implemented such as a CRM system.
20. Innovation – to drive forward new and diverse but profitable revenue channels for the company.

Key Requirements

Whilst with respect to yourself these have already been demonstrated and are acknowledged, it is thought prudent and comprehensive to outline the key attributes and requirements of an individual for this role, as follows:

1. Leadership experience, with an ability to leverage the best from their team and manage senior and junior staff.
2. Experience of the Squawk and Realtime News Industry.
3. The ability to manage a team and diverse individuals and clients at all levels of organisations.
4. Integrity, trustworthiness and an ability to "roll sleeves up" to get tasks done.
5. A can do positive attitude that demonstrates solution, proactivity and pragmatism, not excuses.
6. The ability to work as part of a team in a "Start-up" and at times unpredictable environment with positivity and leadership by example.
7. The ability to source and hire talent at a cost effective and cost appropriate level.
8. Outstanding Interpersonal and Communication Skills.
9. Entrepreneurial spirit with a collegiate approach.
10. An organised and disciplined approach.
11. Ability to demonstrate technical knowledge insofar as relates to BD technological solutions.
12. A history of successful Business Development achievement –strategic and in the delivery of sales against targets.
13. Ability to conduct successful negotiations with Clients, Staff and Partners.
14. Self motivated with acute commercial acumen.
15. Ability to innovate and challenge the status quo with direct input at all levels.
16. Ability to support the entire business strategy
17. Ability to pitch proposals to clients.
18. Ability to build new networks and manage valuable relationships.
19. Proficient with MS Office (Outlook, Powerpoint, Excel)
20. Loyalty and dedication to the team's endeavours.