



## PERSONAL DETAILS

J C Thorneycroft

+31 (0) 630 543806  
Baetenburg 183  
Heiloo,  
The Netherlands

DoB 12 June 1977

## EMAIL

johncthorneycroft@gmail.com

## NATIONALITY

Dutch, British

## EDUCATION

MA (Hons) Economics 1999,  
Cambridge University

## LANGUAGES

English	Native
Dutch	Native
German	Good
French	Basic
Russian	Basic

# JOHN THORNEYCROFT

## Profile

Results-focused leader in strategy and product marketing with strength in analytics and communications. Demonstrated record of success in both business and consumer markets, in corporate as well as entrepreneurial or scale-up environments. Ability to build relationships and make decisions at every level in business. Combines strategic vision with practical changes to drive results. Recently renewed the strategic product focus of 2 tech scale-ups. Before that drove a rapid transformation of a £2bn B2B telecom product portfolio, driving much faster growth in new business and a £150m p.a. EBITDA increase. Held P&L responsibility for more than £2bn p.a.

## Employment History

**Pexip AS, Oslo** – Aug 2020 - present

### SVP Business Management

Member of the Leadership team of this leading \$100m p.a. video conferencing SaaS specialist

- Leading product evolution into the 3 key new business areas, by developing and launching full set of propositions (including new Virtual Courts solution) and driving them out to market in close collaboration with commercial functions
- Transformed product management by creating a new top-level function & assembling a high performing team

### Director Business Management

- Revamped strategy to refocus on 3 product areas with clear USPs to create a path to sustained growth and success.
- Developed new product launch process in collaboration with software development team
- Implemented a rigorous M&A process within Pexip to review opportunities. Managed various M&A processes with the Management and Board including opening one full acquisition

**Kinly BV, Amsterdam** Aug 2017 – July 2020

### SVP Strategy & Transformation

Member of the management team of this entrepreneurial, global, mid-market videoconferencing specialist, which grew more than 50%.

Deliverables:

- Created vision and strategy, as well as the purpose and values of the organization with a focus on medium- and long-term goals
- Conceived and drove strategic transformation and integration across multiple geographies and functions, leveraged leading business and technology practices to deliver new ways of working
- Integrated Viju and VisionsConnected businesses (350 staff) into Kinly, single new industry-leading entity
- Led Kinly M&A in collaboration with PE shareholder, completed 10 transaction reviews and one full transaction (MK2, 150FTE). Led determination of business fit and assessed synergies
- Latterly managed product development and marketing group (35 staff). Strengthened core delivery processes and launched 2 new products

## **Thornycroft Consultancy Services, Woking, UK August 2016 – July 2017**

Leading and partnering in creation of general and commercial strategy on a project basis

- Developed updated strategy and partnering approach for an infrastructure company
- Designed a new operating model for the B2B division of a UK telco working with EdenMcCallum

## **BT Group plc, London 2006 – 2016**

### **Managing Director, Commercial, Marketing & Online**

Responsible for management of the core P&L and product portfolio of BT Business, amounting to £2bn of revenue. Revitalised team and led them in totally refreshing business portfolio and marketing.

Key deliverables

- Delivery of major transformation in BT's position in IP voice – oversaw design and build of new portfolio of products (budget ca £10m CapEx), including creation of marketing and sales strategy – moved BT from #10 in market to #3 and increased revenues 100%+
- Rapid redesign and relaunch over 11 months of core product portfolios of broadband, lines and mobile, with a focus on profit optimisation. Increased EBIT by ca £10m p.a.

### **Director, Strategy & Insight, B2B**

Responsible for the creation of strategy for BT Business, the £2.2bn revenue Business Unit serving SMEs/Corporates in the UK, report. member of Management Team. Team 10 people.

Achievements:

- Changing BT Business strategy followed by creation and personal governance of 4 major change initiatives which delivered £25m of profit uplift by early 2013.
- Creating product strategies for two of the fastest growing products in the portfolio - Converged IP voice and managed WAN
- Driving strengthened, professional annual planning system, and increasing effectiveness of £20m capex budget by personally managing it

### **General Manager, Consumer Product Portfolio**

- Led the packaging up BT consumer products into attractive proposition for consumers. Developed and introduced bundled products for BT on time and budget (£5m) Overachieved on £50m EBITDA uplift target
- Drove design and commercial management of bundled propositions (ca. 40,000 sales per week), Implemented quarterly offer portfolio for Consumer unit
- Managed a team of 8 people
- Hands-on focus on pricing, support design, product structure

### **Head of Consumer Strategy**

Led development of medium-term strategy for the Consumer unit of British Telecom (£4.5bn revenue operation). Worked on a daily basis with the Managing Director to set strategy for new products, new markets as well as overall strategic plan.

## **McKinsey & Company, Amsterdam 2001 –2006**

### **Associate/ Junior Engagement Manager**

Served a wide range of industries like telecom, utilities and retail finance on topics like organisation and commercial strategy, by conducting research, conducting analyses, communicating to clients and persuading them of the need for change, and leading McKinsey and client personnel in their analyses. Involved in various projects, usually as part of 2-4 person teams and 2005-2006 as team leader.