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Andrew Bud CBE FREng FIET

Founder & CEO

Andrew is a technology entrepreneur and leader with a career spanning more than 30 years. He founded iProov in 2011 to solve the growing issue of establishing trust online, and how people can simply and securely access vital services in the digital age.

In 1999 he founded mBlox and built the firm into a successful high-throughput technology-based service business to become the world's largest provider of SMS transmission for enterprise applications.

He is a Chartered Engineer and a Fellow of both the Institution of Engineering and Technology and the Royal Academy of Engineering. In 2020 he was made a CBE (Commander of the British Empire) by Queen Elizabeth II for services to export.



Maria Southey

Chief Financial Officer

Maria joined the company in 2023 following tenures in senior finance roles across a variety of sectors ranging from Technology to Media and Financial Services. Maria was most recently working as Chief Financial Officer at Advantage Smollan, a global provider of outsource sales and marketing solutions, where she was responsible for Finance, Technology, IT, and Data.

Maria is a qualified Chartered Accountant (FCA) and has a B.Sc.(Hons) in Psychology.





Miguel Traquina

Chief Information Officer



Miguel is responsible for the technology function in iProov, including engineering and platform and IT operations.

Prior to joining iProov, Miguel was Chief Information Officer for Operations and Economic Crime at Santander UK, where he had various engineering and transformation roles overseeing multi-disciplinary teams around the world.

He began his career with Accenture, running financial services projects in Europe and Latin America.



Joe Palmer

Chief Innovation Officer

Joe leads iProov's Innovation Team and is responsible for extending iProov's technologies to new use cases and industries.

He joined iProov in 2011 as employee number two. As Technical Director, he built the prototype of iProov's Flashmark technology before relocating to the US in 2020 to establish iProov's North America operation, assuming the role of President of iProov Inc. He moved back to the UK in 2022 to take on his current role.

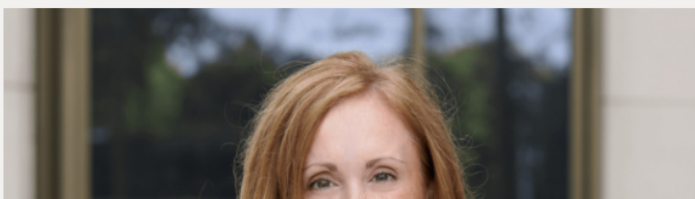
Before iProov, Joe co-founded SoftForge in 2008, where he successfully delivered large web-based e-commerce and secure information solutions for the NHS and Shell.

Joe holds a degree in Computer Science from University College London.



Nicole Rowe

Chief Marketing Officer





As Chief Marketing Officer at iProov, Nicole is responsible for designing and executing the company's marketing strategy.

Nicole joined iProov in 2022 with more than 20 years of marketing innovation experience for established and start-up brands. Prior to iProov, Nicole most recently was CMO at SecZetta, a third-party identity risk SaaS provider, and previously held marketing leadership positions at Entegris, RSA Security, Everbridge, and PTC.

Nicole holds a B.A. in Political Science from Suffolk University.



Peter James

Chief Product Officer

Peter joined iProov in early 2024 as Chief Product Officer. He is responsible for the company's product strategy and development. His primary focus is to lead iProov's product strategy and ensure that its products continue to meet market demands and deliver exceptional value to customers.

He brings over two decades of experience in product leadership, development, and pre-sales. He joined iProov from Digimarc, where he was VP of Product Strategy. His career spans B2B and B2C businesses, with previous senior product positions at EVRYTHNG, Experian, and Openbet.

Peter holds a Bachelor of Science degree from Imperial College London.



Alex Pearson

Chief Revenue Officer

Alex is iProov's Chief Revenue Officer and is responsible for owning iProov's global sales, account management, and customer success functions and driving the company's revenue growth strategy.

He has over 27 years of experience in IT and software sales, with 18 years in leadership positions and a proven track record of scaling high-performing revenue organizations. His most recent roles were at Ideagen and then GRC, where he ran their global commercial functions. Before that, Alex spent over seven years at cybersecurity company Appgate, where he built the international business across EMEA and APAC from its inception. During this time, he was instrumental in quadrupling the region's revenue and leading the





commercial team through a major multi-billion-dollar acquisition and subsequent carve-out. Prior to this, Alex ran the EMEA Cyber Security business for CSC (now DXC).

Dr Andrew Newell

Chief Scientific Officer

Andrew joined iProov from University College London where he was a Research Fellow in both the Department of Computer Science and CoMPLEX. His PhD and subsequent published research focused on computer vision and pattern recognition. Since 2014 he has led iProov's work on image processing.



Dominic Forrest

Chief Technology Officer

Dominic is responsible for iProov's technology vision, strategy, and roadmap which includes the design and development of its cloud-based infrastructure.

He joined iProov from mBlox Inc., in 2013 where as Senior Vice President he led a team of developers across three continents where he oversaw the development and scalability of the platform seamlessly running over 6 billion transitions per year.

Dominic has more than 25 years of experience in senior roles in telecommunications companies and internet service providers managing the implementation of large-scale projects including the launch of NTL's broadband service to over two million customers.



Matthew Pearch

Commercial Director

Matthew is an experienced Sales and Marketing executive. He has a strong background in fast-growth SaaS and web services built on deep relationships with large, complex clients. He built the European operations of Bulletin and was Partnership Director at IOVOX. He has also worked with voice biometrics at Nice Systems. From 2003-2008 Matthew was the most successful European sales executive at mBlox Inc. He has a degree in Economics from the University of Hertfordshire.



James Gillard

SVP People

As SVP People at iProov, James is responsible for leading our talent development, talent attraction, people experience and operations, and diversity and inclusion. He leads a team focused on creating a culture where everyone can thrive and feel comfortable to be themselves, so they can perform at their best.

Prior to iProov, James held a variety of leadership positions across technology and financial services companies, including Travelex and IBM, as well as leading the rapid scale-up of the UK Government's response program to COVID.



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