

## Contact

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(LinkedIn)

# Neil Tierney

Impact brands  
United Kingdom

## Summary

Founder & operator with multiple exits. UK Shell LiveWIRE Entrepreneur of Year 2004. Private & public leadership. Founded home energy management company ONZO (acquired LON:SSE) > Sustainable shoe brand Allbirds (IPO NASDAQ:BIRD) > Global marketing agency ICF Next (acquired NASDAQ:ICFI) > BEVs at UBCO, PURE & DUST > HEVs at NanoSUN (acquired LON:HGEN) > REM-free motors at AEM.

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## Experience

### Dust Moto

#### Co-Founder

April 2023 - Present (1 year 7 months)

Europe

Building the #1 American moto brand globally with our Founders50 (F50) & First100 (F100) community

### Advanced Electric Machines

#### Non Executive Director

November 2023 - Present (1 year)

United Kingdom

REM-free EV motors with high performance at low cost. \$29m series-A. Representing Par \$130m fund.

### Edmund Hillary Fellowship (EHF)

#### Fellow

2020 - Present (4 years)

New Zealand

Global group focussing on low-carbon innovation.

### NanoSUN

#### CEO

June 2023 - February 2024 (9 months)

United Kingdom

Mobile hydrogen refuelling Pioneer for on-highway vehicles. Recruited by the Board as a non-hydrogen expert to restructure after a \$20M series-A in 2021. Acquired by LSE company HGEN in 2024.

## Pure Electric

### Chief Strategy Officer

November 2022 - April 2023 (6 months)

United Kingdom

Launched iconic Advance Flex. Safe fun e-scooters with a forward and foldable ride. Raised \$20M seed.

## UBCO - Electric Adventure Vehicles

### Chief Customer Officer

April 2020 - September 2022 (2 years 6 months)

Global

Launched iconic 2X2. Safe fun e-motorbikes for work and play. B2B customers include Domino's and Australia Post. In Covid we quadrupled sales, team, capital and valuation. Raised \$27M series-B.

## ICF

8 years

### Managing Partner & SVP

April 2017 - March 2020 (3 years)

Global

ICF Next (now Phaedon) is a global top-10 integrated marketing agency. Specialising in data-driven marketing and technology including a SaaS loyalty platform. ICF is 8,000 people across 80 offices & \$1.6B revenue. DEI leader with 55% female, 51% female leaders and 37% non-white.

### Founder & Managing Partner

2012 - March 2020 (8 years)

EMEA

Subscription trailblazer. The Future Customer (TFC) was a data-driven marketing agency for the world's biggest brands. Specialising in brand membership & loyalty. Acquired by NASDAQ company ICF in 2017.

## Allbirds

### CMO

2015 - 2015 (less than a year)

United Kingdom

D2C and sustainability trailblazer. Originally branded 3/7. Raised \$13M series-A. \$4B IPO in 2021.

## NSPCC

Board Member

2014 - 2014 (less than a year)

United Kingdom

UK's 5th largest charity. Raising \$150m per year to help prevent child abuse.

## Crossover Health

CMO

2013 - 2013 (less than a year)

United States

D2C trailblazer. Sherpaa was a virtual primary care company. Raised \$8M series-A. Acquired by Crossover in 2019.

## Relaymed

Founder & CEO

2012 - 2012 (less than a year)

United States

POC trailblazer. Connecting point-of-care testing to electronic health records. Raised \$1M seed.

## ONZO

Founder & CMO

2007 - 2011 (4 years)

Global

Disaggregation trailblazer. Home energy management solution now in 50% of UK homes. 20 patents. Raised \$14M series-A. Acquired by SSE in 2012 & GEO in 2021.

## Innovate UK

Project Chair

2008 - 2010 (2 years)

Global

Global consortium of 10 companies as part of a \$3M project applying smart cards to smart meters.

## Lightweight Medical Ltd

Founder & CEO

2003 - 2007 (4 years)

United Kingdom

Partnering with NHS to develop life-critical neonatal products. Winners of International Red Dot & iF design awards. 4 patents. Raised \$1M seed. Acquired by Paraid in 2007.

## Shell

UK Shell LiveWIRE Entrepreneur of the Year 2004

2004 - 2004 (less than a year)

United Kingdom

## Locus Research

Product Design Engineer

2003 - 2003 (less than a year)

New Zealand

## Royal Society of Edinburgh

Circular Economy Postgraduate

2003 - 2003 (less than a year)

Netherlands

## AUDI AG

Product Design Engineer

2002 - 2002 (less than a year)

Germany

## Speck Design

Product Design Engineer

2001 - 2001 (less than a year)

United States

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## Education

The University of Glasgow

Product Design Engineering MEng · (1997 - 2002)

London Business School

Corporate Finance · (2010 - 2010)

George Heriot's School

· (1990 - 1996)