

# Michael Ross

[manross@gmail.com](mailto:manross@gmail.com)

17 Belsize Park Gardens, London NW3 4JG

T. +44 7956 307748

## Employment

2006–Present: Data agitator - executive and non-exec focussed on AI, data and digital

### **Current roles (advisory/non-exec/exec)**

- SVP retail data science EDITED
- Non-executive director: Sainsbury's Bank, N.Brown plc, Domestic & General
- Board data and AI advisor: Premier Inn, Unilever, Sainsbury's
- Other: Commercial Development Board of the Turing [the UK's centre of excellence in AI and data science], Executive Fellow at London Business School

### **Former advisory/non-exec**

- Non-executive director: Abcam plc, Wex photographic, Glasses Direct
- Board data and AI advisor: Pentland, VEON, Very Group, C&A, Kinnevik

2015-2021

**DynamicAction:** Co-founder/Chief Scientist [sold to EDITED in 2021]. **DynamicAction** is a pioneer in decision analytics software for leading retailers and brands including H&M, GAP, Nike, Victoria's Secret, Mulberry and Otto Group.

2006-2015

**eCommera:** Co-founder/Chief Scientist [sold to Dentsu in 2015, DynamicAction spun out]. eCommera delivered Omnichannel technology solutions to a range of leading retailers and brands including: Asda, Space NK, Clarins, House of Fraser, Disney Stores, Jaeger.

1999–2006

**Figleaves.com:** Co-founder/CEO [sold to N.Brown in 2010]. Figleaves.com was one of the first online fashion retailers in the UK, selling over 300 brands of underwear and lingerie to 75 countries. I built a company of 200 people with sales of \$50m.

1994–1999

**McKinsey and Company:** Engagement manager. Specialised in internet, digital television, interactive television and telecoms.

## Education

1986–1990

Trinity College, Cambridge

Undergraduate: Mathematics (First); Postgraduate: Mathematics Part III (Pass)