

Paul Bennett

A dynamic, pragmatic and resilient entrepreneur. An intriguing blend of hunter, farmer, strategist and innovator

Expert CXO, background and key attributes

With over 40 years of international commercial experience, I've successfully established, scaled and exited companies. Today via Madox Square LLP I work with scale-ups, SMEs, tier 1 consulting practices and enterprise firms to design and execute growth strategies, advise on private equity funding and facilitate M&A.I also have the privilege to serve on the supervisory board of a high-growth Singaporean tech company and advise several European IT and Fintech firms. Via my expertise in automotive, finance and mobility technology I am an established thought leader in digital transformation and industry innovation.

Past Affiliation

Founder, Madox Square LLP (est. ~2014)
A boutique advisory and business development practice dedicated to serving the automotive industry, including the retail, fleet, data and financial services sectors as well as technology companies across the wider ecosystem.

SVP Europe iVendi Ltd
A market leader in motor finance /retail technology both in the UK and Europe. iVendi technology interacts with more than six million consumers every month, thousands of motor retailers, manufacturers and finance providers.

C0-Founder of Key 2 Key
The foremost provider of SaaS customer retention and loyalty software to Tier 1 auto financiers in UK, Europe and Asia Pacific. Acquired by Private Equity.

Boards – I am a member of the Supervisory board of Appvantage Pte Ltd. A Singaporean technology company.I also act as a strategic advisor to several UK and European IT and Fintech companies

Media Presence – Through my expertise in automotive, finance and mobility technology I am an established thought leader in digital transformation and industry innovation and a guest columnist for several publications and key-note speaker at industry events across Europe

Capabilities

Strategic Leadership:

I execute business strategies that anticipate market shifts and deliver measurable growth and competitive advantage.

Customer-Centric Innovation:

Highly experienced in managing client relationships from prospect stage to contract fulfillment

Team Development:

Adept at working across all levels within a company from C suite through middle management, to ensure the consistent and performance across mutiple cultures

Revenue Growth & Market Expansion:

With decades of international commercial experience, I am expert in market expansion and generating sustainable growth

C-suite Collaboration:

Advises C-suite leaders on crafting market-differentiating strategies and accelerating technology adoption.

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