

David Rollason

07826 281660, david.rollason@applyfocus.co.uk, [LinkedIn](#)

Senior Executive specialising in Cultural Productivity, Digital Transformation, Acquisition Integration, and Technology Management. Known for leading global teams, simplifying complex organisations, and improving productivity, collaboration, and delivery performance. Proven ability to reduce operational inefficiencies, improve engagement, and deliver technology transformations across international environments.

Author of “Culture Eats Strategy, Then Chokes on It”, “The Emotionally Intelligent Executive”, “The Real Reason People Quit” and other titles: [See Collection](#).

Key Performance Skills

Leadership and Culture

- Leadership
- Cultural Transformation
- Team Development
- Stakeholder Influence

Productivity and Strategy

- Productivity Improvement
- Theory of Constraints
- Strategic Thinking
- Problem Solving

Transformation and Delivery

- Digital Transformation
- Acquisition Integration
- Decision Making
- Execution Leadership

Key Technical Skills

- C#
- SQL Server
- JavaScript
- Visual Basic
- Disaster Recovery

- Testing
- Cisco
- Networking
- Switching
- Blazor

- Systems Engineering
- Electrical Distribution
- Data Centre Design
- OO Architecture
- MVC

PROFESSIONAL EXPERIENCE

Apply Focus Ltd, Nottingham

Oct 2020 – Present

Founder, Managing Director, and Technology Productivity Specialist

Advise CEOs and leadership teams on Cultural Productivity to improve collaboration, execution, decision-making, and organisational clarity. Typical outcomes include 10 to 80 percent uplift in productivity through leadership alignment, simplification of cross-team communication flows, and removal of operational bottlenecks. Engagements include mid-market scale-ups and large enterprises undergoing transformation, restructuring, or post-acquisition integration.

Air Charter Service – Surbiton, UK**Oct 2021 – Aug 2023****Head of Development**

Led a 30-person multidisciplinary development organisation. Responsible for platform modernisation, productivity uplift, execution alignment, and strategic technology direction.

Key Achievements

- Consolidated 30 remote infrastructure environments into two Azure regions reducing operational complexity and cutting licensing and hosting costs by an estimated 25% per year.
- Migrated all core systems to Microsoft Azure improving resilience, reducing downtime risk, and removing dependency on physical hardware.
- Introduced delivery governance and leadership coaching improving collaboration between Development, IT, Product, and Operations.

WiseTech Global – (USA/UK/Australia/South Africa/Europe)**Oct 2012 – Sep 2020**

WiseTech is a global logistics technology organisation scaling rapidly through acquisition. I was responsible for leading global technology strategy, acquisition integration, hosting architecture, product alignment, and coordinating cross-regional technical and operational teams.

Leadership Roles Held

- Head of Technology
- Acquisition Integration Manager
- Senior Project Manager
- Data Centre Architect

Key Achievements

- Led the technical and cultural integration of multiple acquisitions including Trinium Technologies, CargoSphere, CoreFreight, and CompuClearing, ensuring business continuity, systems alignment, organisational onboarding, and process standardisation.
- Designed and delivered WiseCloud, the company's internal cloud hosting platform, enabling large scale customer onboarding without the need for customer-owned infrastructure. This involved the design and build of three Tier III data centres in Sydney, Chicago, and London, with full redundancy and automated failover.
- Negotiated global fibre transit and communications contracts achieving full physical path diversity and improving uptime, performance, and disaster recovery resilience.
- Established and led a software development function in Johannesburg to support African market requirements and legacy product enhancements.
- Designed and implemented a new South African hosting and office environment, consolidating systems, data, and teams into a unified and resilient infrastructure.
- Provided senior leadership across technology, operations, and project delivery, aligning global teams and improving collaboration between product, engineering, and corporate functions.

Previous Roles

• Advance Solutions International – Surrey, UK, Software Consultant	Oct 2011 – Sep 2012
• WiseTech Global – Sydney, Australia, Head of IT	Oct 2010 – Sep 2011
• SolTech Inc – Atlanta, USA, Software Development Team Lead	Oct 2009 – Sep 2010
• JAS Worldwide – UK and USA, Global Technology Manager	Jun 2004 – Sep 2009
• Sony UK – Weybridge, UK, Senior Software Developer and DBA	Jun 2000 – May 2004
• EDS – Gatwick, UK, Software Developer (SC Cleared)	Sep 1998 – Jun 2000

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