

David Rollason

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Senior Executive specialising in Cultural Productivity, Digital Transformation, emerging Artificial Intelligence, and automation. Known for leading global teams, simplifying complex organisations, and improving productivity, collaboration, and delivery performance 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.](#)

Recognised for long-term thinking and the ability to anticipate how AI, automation, robotics, and synthetic labour will reshape organisations over the next five to twenty years.

Key Skills

Leadership and Culture	Productivity and Strategy	Transformation and Delivery
<ul style="list-style-type: none">• Visionary• AI Thought Leadership• Cultural Transformation• Stakeholder Influence	<ul style="list-style-type: none">• Productivity Improvement• Theory of Constraints• Strategic Thinking• Problem Solving	<ul style="list-style-type: none">• Digital Transformation• Acquisition Integration• Decision Making• Execution Leadership

PROFESSIONAL EXPERIENCE

Apply Focus Ltd, Nottingham Founder, Managing Director, and Cultural Productivity Advisor	Oct 2020 – Present
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Advise CEOs and leadership teams on Cultural Productivity and long-range organisational planning, including predictive Artificial Intelligence planning and AI futureproofing. I improve collaboration, execution, decision-making, and operational clarity, while helping organisations prepare for the next decade of automation and AI-driven change. Typical outcomes include 10 to 80 percent productivity uplift through leadership alignment, clearer communication flows, and the 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 Head of Development	Oct 2021 – Aug 2023
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Led a 30-person multidisciplinary development organisation. Responsible for platform modernisation, productivity uplift, execution alignment, and strategic technology direction. Introduced early AI tool adoption across the organisation to improve delivery speed and operational efficiency.

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

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| • 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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