



## KEITH HARTLEY

Non-Executive Director, CEO  
Board Advisor

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### Core Leadership Traits

#### Character

- ✓ Lives the Humble, Hungry and Smart mantra for character.
- ✓ Willing to act on and remain accountable for Board decisions.
- ✓ Courage to pursue personal convictions.
- ✓ High integrity in personal & business dealings.

#### Communication

- ✓ Can articulate thoughts, opinions, and points in a clear, concise, and logical manner.
- ✓ Flexible and willing to change stances when necessary or appropriate.
- ✓ Cultural awareness, understanding, and appreciation of different cultural needs.

#### Analytical

- ✓ Ability to think critically and diplomatically challenge proposals.
- ✓ Understand issues from different perspectives and viewpoints.
- ✓ Ask for and use information to make informed judgments/assessments.

#### Strategic

- ✓ Can assess overall company strengths and weaknesses as well as how decisions will impact the business.
- ✓ Ability to recognize wider trending and societal changes, particularly in the context of global markets.

#### Knowledge

- ✓ Full understanding of responsibilities as a Director and Member of the Board.
- ✓ Ability to recognize legal, accounting, and regulatory requirements affecting the company.
- ✓ Experience defining key performance indicators of the company and its senior management.

## Board Biography

### Non-executive Director, CEO & Board Advisor

With focus in GTM Strategy, Operational Execution and New Product Introduction

With a strong focus on Industry and Corporate Strategy, Governance, & GTM operations, Keith Hartley is CEO & Board Member at LevaData, a leading AI software company involved in optimizing supply chains for global manufacturers. He is also a Venture Partner at Silicon Valley Venture Advisors, where he works with Boards and CEOs on due diligence and market acceleration initiatives. Additionally, Mr. Hartley is a Venture Partner at Chrome Capital, where he advises the private equity firm on go-to-market strategy and execution activities for their holding companies. He prides himself on being a coach and mentor to senior executives and directors. The macro theme throughout his career has been his competency in leadership positions, passionate focus on people, and the ability to create value for stakeholders through innovative business strategies, growth acceleration and operational excellence.

Mr. Hartley is a sought-out industry speaker advisor for high performance teams, product strategy, and building efficient go-to-market momentum for new, emerging technologies. He has deep knowledge and experience in strategic corporate planning, business transformation, artificial intelligence, data science, and executive coaching.

Mr. Hartley is CEO of LevaData, Inc., an international AI software company in the supply chain solutions industry. With a global client list of the world's most impactful manufacturers, Keith won a 2023 "Pros to Know" award from Supply & Demand Chain Executive. Mr. Hartley has also served in a variety of senior strategy and operation roles for leading software companies and startups alike, including Blue Yonder (acquired by Panasonic for \$8.5B USD), Oracle, Ivalua, ServiceMax (Acquired by Silver Lake Equity for \$1B USD), Sight Machine, Red Hat (acquired by IBM for \$34B).

Previously, he was the founder and CEO of Silicon Valley Venture Advisors, where he consulted emerging software company CEOs and Boards on go-to-market strategy and execution ([www.svva.ai](http://www.svva.ai)).

Mr. Hartley holds a B.S. Degree in Computer Engineering from California State University at Fresno, and an MBA degree from the London Business School in the United Kingdom. He is the creator of the 'Decision Abyss' engagement model that exists between procurement and supply chain teams.

Mr. Hartley is a proficient Board Director and CEO with experience across multiple industry verticals.