



David Key

Managing Director

David Key is Managing Director of Brand New Ventures and a non-executive director of several technology start-up businesses. He is also an expert marketer and technologist, with qualifications in both.

David's career has spanned technology commercialisation, strategic marketing, product/service development and sales management across biotechnology and life sciences, food technology, engineering, mechatronics, mobile communications, and software. As a result of leading multidisciplinary teams to deliver complex, business-critical projects in these sectors, David has a deep knowledge of market analysis, market entrance, brand building, sales and marketing management and of taking a wide variety of technologies successfully to market as licence deals, services and products.

Over his 25 year career, David has launched more than 70 products and 6 businesses. His clients have ranged from 1-man technology start-ups to large corporations such as SmithKline Beecham, Rolls-Royce, Conoco, Barclays, Prudential and Scottish Amicable. They also include Oxbridge and The Russell Group of Universities.

Outside of Brand New Ventures David is an active member of the Institute of Directors, the Chartered Institute of Marketing and the Institute of Food Science & Technology. He is also an East Midlands Business Champion, involved in a number of strategic, community and mentoring activities all aimed at helping the region become one of the Top 20 in Europe by 2010.