



Simon Dannatt - Chief Executive



Simon Dannatt is Chief Executive of **kae: marketing intelligence**, a leading UK strategic marketing consultancy, specialising in new product development, market forecasting and competitive intelligence. He is also Chief Executive of the Optimisa Group, following a reverse takeover of Optimisa PLC by KAE in April 2005.

After graduating from Oxford as a Physicist, Simon worked as a consultant with the Strategy Consultants L.E.K. Consulting. He then moved to what is now Cap Gemini Ernst & Young and developed his expertise in commercial market analysis and marketing strategy, working on a wide range of projects at senior management level across Europe. Simon joined KAE in 1994 and became Managing Director in 2000.

Simon has focused on developing KAE's activities in the payment card, travel, media and entertainment sectors, as well as growing the company organically and through acquisition. Key clients have included British Airways, Barclays, BSkyB, Centrica Microsoft and Hilton International.

Simon is married with 4 children.