



Jon Southcombe
CEO, Founding partner BASE Technologies

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Over 15 years' experience in management and leadership, working within the retail media and marketing industry, having established long-lasting international relationships with key stakeholders across the sector. Has a passion for innovative technology solutions with top-level strategic vision.

Name: Jon Southcombe
 Who am I: CEO, Founding partner of BASE Technologies
 When I set up: 2016
 When graduated from the BGP: January 2018
 Number of hours worked per average week: 50



What part of your morning routine sets you up for the day?

Exercise: Try to play tennis most mornings to get my body and mind in gear.

What apps, or methods, do you use to be more productive?

Plan Ahead: Read my emails the night before so that I can maximise the morning as a time for creativity and idea generation

What 3 things get you through a busy period?

Master Plan - prioritise your key goals
 Movement – like to think and act on my feet
 Communication - share my to do list with others

What have you read or listened to recently that inspired you?

Nigel Owen's Desert Island Discs

What do you do to unwind?

Teaching my sons tennis
 Mixed Martial arts
 Meditation

Why did you choose London to establish your business?

This is where I am from – but not where I intend to end.

Think back to when you first started your business, what advice would you give yourself?

Keep an open mind – anything can be an opportunity. Be contrary – try and look at every task and issue from a different perspective. There is no failure, just feedback.

