

Headline Sponsor



Leasing Broker 24 Conference

Information for delegates
1st October 2024

Eastside Rooms, Birmingham



Supporting Partners



Media Partner





Welcome

It has been just over a year since we last gathered for this event. In that time we have seen a change of government, civil unrest, and another summer of sport where our national teams have fallen just short. Our industry alone is getting to grips with the Zero Emission Vehicle (ZEV) Mandate, changing business models, and the promise of new market entrants at a frequency not seen before.

All these factors influence confidence. Pessimism sees belts tighten, while optimism fuels growth. The leasing broker sector has always shown itself to be resilient in the face of turbulence. This breeds positivity. Our latest Leasing Outlook data shows that the vehicle leasing industry remains hopeful about the UK economy and its immediate future. Business confidence among our sector has seen a steady improvement since 2022.

Growing confidence should not be seen as arrogance or complacency though. Concerns remain over margins and relationships with OEMs, while the ZEV Mandate is changing how – and which – vehicles flow through the supply chain. All this alongside an ever-evolving regulatory backdrop.

Today's agenda covers all that and more. Our expert speakers will look at where the sector is succeeding, the opportunities to leasing broker members in the short- and long-term, and the challenges that we collectively will overcome.

Thank you to our headline sponsor QV Systems plus supporting sponsors, Fleet Procure, Voyc, and Webfleet Solutions. Broker News remains our valued media partner, and please do take the time to visit the stands of our exhibitors throughout the day. The support of these organisations makes this event possible.

Finally, I would like to thank you for taking the time to attend our Conference. I am confident it will be a valuable day.

Gerry Keaney,
Chief Executive, BVRLA



Headline Sponsor



Change has been the only constant for everyone in the past few years. Whether the global impacts of COVID-19, economic instability, increased conflict, climate change and the rise of generative AI or the semiconductor supply crisis, consumer duty, variable commission rulings, ZEV mandate and BEV residual value uncertainty affecting us in particular; coping with an onslaught of events has become the new normal.

The waves of change can feel relentless, disruptive and unsettling, but time and time again, the BVRLA broker community has responded to relentless change with relentless innovation, ultimately driving forward our industry and the products offered to our customers.

Events like the BVRLA Leasing Broker Conference offer a respite from the maelstrom and give us all space to celebrate our resilience and, together, prepare for what's coming next! I'm excited to spend a day learning from you all, and hopefully contributing in a small way to our shared success.

Thanks for joining us today and enjoy!

Daniel Layne
Founder and CEO
QV Systems

Agenda

| | |
|---------|---|
| 09:30 > | Registration: delegates arrive, tea/coffee, networking |
| 10:15 > | Welcome from conference chair Rod Lloyd, Icv group |
| 10:25 > | Introduction from Headline Sponsor Daniel Layne, QV Systems |
| 10:35 > | Session 1: The Regulatory Roadmap for Leasing Brokers – an FCA perspective Costas Pittas, Financial Conduct Authority |
| 11:20 > | SPONSOR: Voyc |
| 11:25 > | Tea/Coffee Break (Affinity 2) |
| 11:55 > | Session 2: Economic Outlook David Smith, The Sunday Times Economic Editor |
| 12:25 > | SPONSOR: Motorcomplete |
| 12:30 > | Session 3: Automotive Aspirations Owen Edwards, Grant Thornton |
| 13:00 > | SPONSOR: leasing.com |
| 13:05 > | Lunch & Networking (Affinity 2) |

Agenda

14:05 > **SPONSOR:** Clear Vehicle Data

Session 4: All You Need to Know About AI

Chair: Rob Pilkington, Ebbon Group

Panel:

- 14:10 >
- **Donna Kelly**, Nationwide
 - **Dr Richard Whittall**, Salford University
 - **Jason Gill**, Webfleet
 - **Lethabo Motsoaledi**, Voyc
 - **William Richmond-Coggan**, Freeths

14:50 > **SPONSOR:** Warranty Solutions Group

Session 5: Leasing Broker Look Ahead

Chair: Rod Lloyd, Icv group

Panel:

- 14:55 >
- **Paul Harrison**, leasing.com
 - **David Robertson**, Leasys
 - **Laura Muir**, Fleet Alliance
 - **Lee Jones**, Fleet Procure
 - **Luke Mears**, VIP Gateway
 - **Toby Poston**, BVRLA

15:35 > **Session 6: 353 Charity**
Short presentation from **Tony Lewis**

15:55 > Conference Chair Closing Comments

16:00 - 17:30 **Exhibitor Networking (Affinity 2)**

BVRLA Meeting Rules - UK Competition Law Compliance

All BVRLA meetings and events, including social events, are subject to the application of competition law and therefore must be conducted in compliance with competition law. Any business information which is sensitive or strategically useful must not be discussed, including any reference to pricing, margins, discounts, trading terms, use of third-party suppliers or market share. Members are reminded that failure to comply with competition law may bring with it serious consequences for them as individuals and their companies. Such consequences include heavy fines and, in certain cases, the imposition of criminal penalties and sentences.

Delegates

Adam Bracegirdle
Smartfish Group Ltd

Adam Correa
Dreamlease Ltd

Adam Cunliffe
XLCR Vehicle Management Ltd

Adam Diggins
Select Contracts UK Ltd

Adam Nash
Alphabet (GB) Ltd

Adam Whiteley
Synergy Automotive Ltd

Adrienne Floyd
Bluepoppy Vehicle Solutions Limited

Alan Carreras
Frontline Leasing and Fleet Management Ltd

Alex Bates
Alpha Contracts Leasing Ltd

Alex Harris
4 Wheels UK Ltd

Alex Woodcock
XLCR Vehicle Management Ltd

Alistair Murray
Car Hire (Day of Swansea) Ltd

Amanda Brandon
BVRLA

Amit Patel
AFL (Fleet Management) Ltd

Andrew Beale
OVL Group Ltd

Andrew Paterson
Leaseloco Ltd.

Andy Bruce
Fleet Alliance Limited

Andy Clee
V4B Ltd

Andy Hook
AutoLyne Limited

Andy Short
CLM Fleet Management

Ashley Lyne
AutoLyne Limited

Ashton MacMahon
Acorn Group Ltd

Barry Anderson
Select Contracts UK Ltd

Beckie Crosbie
Arval UK Ltd

Ben Faulkner
Santander Consumer (UK) Plc

Ben Metcalfe
XLCR Vehicle Management Ltd

Ben Scandrett
Advanced Vehicle Contracts Ltd

Ben Taylor
Select Contracts UK Ltd

Brad Challen
Clear Vehicle Data

Bryan Ogley
Decidebloom Limited

Calum Macpherson
Leasys UK Ltd

Cameron Hamblin
Autohorn Fleet Services Ltd

Carl Cumbo
Adept Vehicle Solutions Ltd

Carl Sandalls
PHVC Ltd

Carl Smith
Van Monkey Ltd

Carmel Rouse
National Fleet Services Ltd

Charlotte Plumb
BVRLA

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Lookers Leasing Ltd

Chris Melville
Acorn Group Ltd

Chris Mobley
Drivespeed Leasing Ltd

Chris Platt
Dynasty Partners Limited

Chris Rouse
National Fleet Services Ltd

Chris Swallow
Mitsubishi HC Capital UK PLC

Christine Roberts
V4B Ltd

Christopher McMahon
Automotive Scotland Ltd

Claire Green
Bluepoppy Vehicle Solutions Limited

Costas Pittas
Financial Conduct Authority

Craig McMeekin
Plan (NW) Ltd

Damian Bailey
Leasing.com Group Ltd

Dan Ameghino
Vanology (Birmingham) Limited

Daniel Farrow
XLCR Vehicle Management Ltd

Daniel Irwin
CA Auto Finance UK Ltd

Daniel Layne
QV Systems

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Darren Nash
Planet Leasing Ltd

Dave Rainer
Crusader Vehicles Ltd

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CLM Fleet Management Ltd

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Swansway Garages Limited

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Leasys UK Ltd

David Bradbury
Finance One Limited

David Godfrey
Mobilize Lease & Co UK Limited

David Jenkins
Willow Leasing Limited

David Morley
Plan (NW) Ltd

David Palmer
M W Vehicle Contracts Ltd

David Smith
The Sunday Times

David Watkins-Smith
LeasePlan UK Ltd

Debbie Wallace
ZIGUP Plc

Deborah Clark
Alphabet (GB) Ltd

Debra Flint
Reliance Garage (Ryedale) Ltd

Donna Kelly
Nationwide Vehicle Contracts Ltd

Dr Richard Whittall
Salford University

Duncan Green
Drivalia Lease UK Ltd

Duncan Stocks
Rivervale Cars Ltd

Eelco Bouwhuis
Imagin Studio

Eleanor Chalmers
Harmoto Vehicle Leasing Limited

Elisha Pople
Rivervale Cars Ltd

Emily Hall
Reliance Garage (Ryedale) Ltd

Emma Airey
Dreamlease Ltd

Fawn Entwistle
Dynasty Partners Limited

Faye Swales
ALD Automotive

Frank Askew
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RBA Network Limited

Gareth Danso
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Gareth Roberts
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Fleet Assist Ltd

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Regal (South) Ltd

Gary Dawes
Concept Automotive Ltd

Gary Rose
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Lookers Motor Group Ltd

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Mitsubishi HC Capital UK PLC

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Ready2Lease Ltd

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Webfleet Solutions Sales B.V. UK

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Toyota (GB) Plc

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Rivervale Cars Ltd

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Leaseloco Ltd.

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Keith Hawes
Nationwide Vehicle Contracts Ltd

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Marshall Management Services Ltd

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Drivespeed Leasing Ltd

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Mitsubishi HC Capital UK PLC

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Fleet Alliance

Lauren Green
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XLCR Vehicle Management Ltd

Lee Jones
Fleet Procure

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Acorn Group Ltd

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Maduka Tuduwage
Voyc

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Toyota (GB) Plc

Mark Poole
Acorn Group Ltd

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Concept Automotive Ltd

Mark Smith
ALD Automotive (Emersons Green)

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GB Car Loans Limited

Neal Page
Horizon Vehicle Leasing Ltd

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Radius Vehicle Solutions Ltd

Owen Edwards
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Horizon Vehicle Leasing Ltd

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Patrick MacAdam
XLCR Vehicle Management Ltd

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4 Wheels UK Ltd

Paul Bulloch
Concept Automotive Ltd

Paul Fletcher
Radius Vehicle Solutions Ltd

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Every Vehicle Lease Ltd

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Paul Watts Barnes
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Partners



Headline Sponsor

QV Systems - www.qv.systems

QV Systems was founded in 2011 on a mission to revolutionise leasing software with our insightful people and explorative spirit. Accelerate, our robust and innovative end-to-end platform serves customers from new-start brokers to FN50 funders with cloud-native CRM, CPQ, order management, terms management, in-life management and a host of integrations to best-in-class solutions. With automation, configuration and scalability, we work with our customers to reduce manual effort and free your team to provide market-leading customer experiences.

Media Partner

Broker News - www.brokernews.co.uk



The essential website for BVRLA leasing brokers, providing exclusive news, insight and features on the broker sector. A resources section provides downloadable content for broker websites. Broker News is the official media partner of the BVRLA Leasing Broker Conference.

Supporting Sponsors

Fleet Procure - www.fleetprocure.com

Founded in 2017, Fleet Procure was designed to increase efficiencies and accuracies in the Leasing industry, initially and primarily for Brokers and Dealers.



Fleet Procure believe in making the procurement and order management a simple process, using the latest technologies. Seeing the many different methods of procurement in the market, and not seeing one common industry specific software available, Fleet Procure saw a gap in the market to provide this software to bring about the necessary efficiencies in an otherwise labouring process, to assist growth in many businesses.

Working with Broker, Dealer, Finance Company and OEM Partners, Fleet Procure is a software built by industry people who have lived the day to day and understand the exact requirements. Offering a multitude of different solutions to the market for different entities means Fleet Procure can standardise an efficient way of working for hundreds of different Partners.

Partners



Webfleet Solutions - www.webfleet.com

Webfleet is Bridgestone's globally trusted fleet management solution. Over 60,000 businesses across the world use it to improve fleet efficiency, support drivers, boost safety, stay compliant and work more sustainably. For more than 25 years it has been empowering fleet managers with data-driven insights that help them optimise their operations.

Webfleet embraces Bridgestone Mobility Solutions' mission to move the world towards a sustainable future with data-driven mobility solutions and contributes towards the delivery of The Bridgestone E8 Commitment. This broad, global corporate commitment clearly defines the value Bridgestone is promising to deliver to society, customers and future generations in eight focus areas; Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business.

Voyc - www.voyc.ai



At Voyc, we provide sophisticated AI-powered conversation intelligence and call quality monitoring software expertly tailored for the UK Motor Finance sector. Relied upon by over 80 finance firms and having processed 50 million calls, Voyc ensures that 100% of your customer conversations are monitored, giving you peace of mind knowing that your agents are FCA compliant and your customers are happy.

Our mission at Voyc is to help you handle every customer interaction with consistency and care. Voyc transforms your data into actionable insights, helping you deliver good customer outcomes while improving sales performance. With best-in-class reporting, unmatched accuracy, and a user-friendly design, we make it easy for you to demonstrate improvements in customer management and meet regulatory expectations.

Exhibitors



CLM - www.clm.co.uk

CLM has over 40 years of experience in managing fleets of cars and commercial vehicles on behalf of our corporate customers.

As fleet management specialists, we exist to run our clients fleet more efficiently to free up time and save them money. We happen to think we excel at what we do and, with a retention rate of over 94%, our clients agree with us.

Our customers like how we deliver real and measurable cost savings through solutions such as competitive tendering and pay-as-you-go maintenance. We bring flexibility to their car policies to ensure that drivers are given the best possible support.



Drivvn - www.drivvn.com

Recognised for the strength of its automotive digital retail proposition, drivvn launched as a standalone agency on 1 August 2020. Originally part of Summit Media, drivvn today compliments The Continuity Company suite of businesses as a wholly owned subsidiary of the TCC group.

Building upon its heritage in e-commerce optimisation and retailing excellence, drivvn continues to innovate, supporting organisations wanting to accelerate online sales by empowering customer journeys with products and wraparound consultative services.



Clear Vehicle Data - www.clearvehicledata.com

CVD's Team led by Tim Hudson and Graham Prince who between them have over 50 years working in the Broker sector on both sides of the table, Tim having worked for LeasePlan and Lex, Graham having founded, developed and sold his own Broker business.

The BVRLA conference has come at a great time for us as we have been expanding our customer base in the Broker Sector with our Images and Data products. The CVD team that include Brad Challen and Sarah Franklin, are excited about meeting with our customers and prospects at the conference.

CVD has powered websites, dealer systems and the wider automotive world with vehicle & provenance data, images, and cost of ownership tools since 2013, supporting a broad range of customers engaged in the automotive ecosystem by delivering value for money, agnostic and flexible products and services.



Warranty Solutions Group - www.warrantysolutionsgroup.co.uk

Warranty Solutions Group Ltd (WSG) is a multi-award-winning provider of automotive warranties and after-sales support, specialising in tailored solutions, which are ideal for leasing companies. With a deep understanding of the leasing industry, WSG offers bespoke warranty programs designed to enhance the customer experience while protecting leasing companies from costly repairs and vehicle downtime.

Our comprehensive offerings include extended warranties, mechanical breakdown cover, and tailored maintenance plans, ensuring that lessees enjoy a hassle-free driving experience. WSG's industry-leading after-sales support includes fast claims processing and access to an extensive network of authorised repair centres, providing leasing companies with the confidence that their fleets are in expert hands.

Exhibitors



Leasing.com - www.leasing.com

Leasing.com invented car leasing comparison in the UK. For more than 20 years, Leasing.com has been helping drivers get behind the wheel of their dream car.

Leasing.com pull together millions of leasing deals from the UK's most trusted brokers, motor manufacturers, funders and franchised dealers, so you can compare prices easily and transparently. We have full market coverage, so our users can compare deals from every funder.



Leasys - www.leasys.com

Leasys specialises in multi-brand operational leasing, offering a wide range of tailored mobility services, from short, medium, and long-term rentals to vehicle management solutions, for private individuals and businesses. Leasys vision is to shape the future of mobility by offering sustainable, innovative, and tailored solutions designed around its customers for a best-in-class experience, providing expert, dedicated consultation, and personal customer care.

A UK FN50 top 10 company, with an initial managed fleet of 890,000 vehicles across eleven European countries, Leasys is ranked fourth on the European market and has established a strong reputation based on understand and responding to its customers' needs and providing highly competitive terms across its award-winning range of cars and vans.



Motorcomplete - www.motorcomplete.co.uk

MotorComplete is an all-in-one broker platform. Everything you need to grow your leasing brokerage online in one suite of integrated tools. Beautiful websites and full customer lifecycle management, automation and partner integrations, engineered by a team of leading industry experts in collaboration with an ever growing community of over 50 brokers.

Speakers



Andy Short

CLM Fleet Management

Andy joined CLM in 2015 and is a results-focused commercial leader experienced in strategy development and delivery, team leadership, operations management, business development and customer satisfaction. Andy has many years' experience gained in a variety of motor industry roles, with the Bank of Scotland, Masterlease and the RAC.



Daniel Layne

Founder & CEO, QV Systems

With 24 years in the industry, Daniel has designed and implemented some of the largest-scale automotive finance systems, as well as spending time in leasing, telematics and auction/logistics companies. He launched QV Systems in 2015 with the aim of bringing the benefits of SaaS to the automotive finance vertical for both brokers and funders. He is married with three children and his interests include law, regulation, the future of technology, cycling and travel.



Anthony Lewis

Stellantis

Tony Lewis, following University Tony attended The Royal Military Academy Sandhurst as an officer in the RCT, and then followed a 35 year career in the Automotive industry, primarily in the LCV sector with Ford, LDV, Nissan, Infiniti, Jardine VW, WestWay Nissan and currently Stellantis as the LCV Business Development Director in the global Pro-One team.



David Smith

The Sunday Times

David Smith has been economics editor of The Sunday Times since 1989. He is also an assistant editor and policy adviser. He has won a number of awards, including the Harold Wincott award for Senior Financial Journalist of the Year (2004). He is a regular contributor to the CBI's Business Voice. Before joining The Sunday Times, he worked for The Times, Financial Weekly, Now! Magazine, the Henley Centre for Forecasting and Lloyds Bank. Smith is the author of several books, including The Rise and Fall of Monetarism, From Boom to Bust, Eurofutures, Will Europe Work?, Free Lunch: Easily Digestible Economics and The Dragon & the Elephant: China, India and the New World Order. The Age of Instability, about the banking crisis and the global recession, was published in March 2010.



Costas Pittas

FCA

Costas is one of the FCA's Heads of Consumer Finance Supervision. He joined the FCA in 2014 and has spent the last 10 years leading teams responsible for regulating various consumer finance portfolios and mortgage firms. His Department supervises the motor finance and retail finance markets and also runs cross-market supervisory projects. An Australian-qualified lawyer, Costas has worked in regulation for around 22 years, serving in a range of investigation/enforcement and supervision roles. Costas has previously worked at the Australian Securities and Investments Commission, the Financial Services Authority, KPMG and Ofcom.



Donna Kelly

Nationwide

Donna Kelly is the Digital Marketing Manager at Nationwide Vehicle Contracts. She has over 15 years of experience in the industry, with a background in broadcast media, working for the BBC and ITV. Donna specialises in search technologies, AI, and digital innovation, and holds a CIM Specialist Award in AI Marketing.

Speakers



Jason Gill

Webfleet

Jason is the Strategic Partnerships Director at Webfleet, part of Bridgestone Mobility Solutions, where he oversees strategic partnerships across the UK and Ireland. With deep expertise in telematics, vehicle leasing, and fleet management, Jason has held pivotal roles at Michelin Connected Fleet, Lex Autolease, Fleet Logistics, Epyx, Halfords, and Arval. His skill set encompasses client relations, international sales, and market expansion, with a focus on delivering innovative, data-driven solutions. Passionate about technology and sustainability, Jason is committed to transforming the mobility sector and shaping the future of fleet management.



Lethabo Motsoaledi

CoFounder, Voyc

Lethabo Motsoaledi is the Co-Founder and CTO of Voyc, a company that provides compliance monitoring software to ensure that regulated firms consistently handle interactions with care. Voyc serves clients in the UK, US, and South Africa. Voyc's advanced AI and Machine Learning technologies have helped firms monitor compliance in over 48 million customer interactions.

Recognised in 2023 as a Forbes 30 Under 30 Europe honouree in Technology, Lethabo has also been acknowledged by Forbes Africa, Financial Times' Sifted magazine, and more. She holds a degree in Geomatics Engineering from UCT and has received numerous academic awards including a Mandela Rhodes Scholarship.



Laura Muir

Fleet Alliance

Laura Muir is the Head of Appointed Representative and Partner at Fleet Alliance, where she has led the team since 2016. With extensive expertise in fleet management and business partnerships, Laura plays a pivotal role in supporting partners and Appointed Representatives within the company. Fleet Alliance's partner division, established in 2002, benefits from a highly skilled team, delivering comprehensive solutions to help vehicle leasing businesses to grow. Laura is passionate about creating value for partners and is open to exploring new collaborations to drive mutual success.



Luke Mears

VIP Gateway

Luke Mears is the founder and Managing Director of VIP Gateway. Luke has scaled VIP Gateway from the ground up and despite the challenges, experienced significant growth at a strong rate within the leasing market. The key to VIP Gateway's success are based on a number of values that operate purely based on team culture and people, outstanding service at a high level across every area, data driven analytics and attention to detail.



Lee Jones

Fleet Procure

Lee Jones is the founder and Managing Director of Fleet Procure. He has been in the automotive industry for 21 years which included founding and selling a leasing broker business. Having founded Fleet Procure in 2017 initially to develop a procurement portal for that business, he quickly found other leasing broker businesses keen to also use the portal having faced the same challenges. With over 200 BVRLA members now using the portal plus some of the major leasing companies, he is enthusiastic about using technology to drive efficiencies in the industry.



Owen Edwards

Grant Thornton

Owen is a member of the Grant Thornton Automotive Advisory practice, with responsibility for Automotive Retail Business Consulting. He worked for seven years at Inchcape Plc, the world's largest independent motor retailer and distributor. For four years, he was the Director of Business Development, undertaking acquisitions and focusing on the strategic positioning of the business across the globe. Prior to this, as Group Strategy Manager, his projects included introducing new brands into emerging markets, restructuring a number of the groups overseas underperforming operations, and compiling the group's five-year strategy plan.

Speakers



Richard Whittall

Salford University

Dr Richard Whittle holds a fellowship in AI and Human Behaviour at the University of Salford and a visiting fellowship in AI preparedness at University College London. Richard's research is published in world leading journals such as Public Administration, and Work, Employment and Society, his last book examined the impact of algorithmic decision making on economy and society. Dr Whittle has received research funding from numerous prestigious sources including UKRI and the ESRC as well as a CAPE fellowship hosted in the Institute of Innovation and Public Purpose at UCL.



Rob Pilkington

Ebbon Group

Rob is joint CEO of the Ebbon Group. His primary focus is on longer-term growth opportunities for the group and building a great enterprise culture. He was a founder of the initial Ebbon business.

Originally a Computer Scientist, he joined an automotive graduate training programme in 1995 and has been in the automotive sector ever since. He was instrumental in setting up the Ebbon Intelligence business and outside work has been studying Artificial Intelligence for many years, both at a mathematical and practical level. He is deeply interested in genuinely practical and ethical applications of A.I. technologies for business.



Rod Lloyd

Icv group

Rod Lloyd is the CEO of the Icv group, one of the UK's leading providers of commercial vehicles based in South Wales. He has been an active member of the BVRLA's Leasing Broker committee since 2017, taking on the position of Chair in 2023. The move also saw him join the association's Committee of Management. He purchased the Icv group in 2006 (then Low Cost Vans) and has developed relationships with major OEMs to allow Icv to sell, lease and contract hire commercial vehicles to businesses in the UK. In 2022, Rod oversaw the Icv group's acquisition of TR Fleet to expand the companies offering into bespoke fleet services. Away from the boardroom, Rod is a keen sportsman, having played rugby union until the age of 45 and being a lifetime supporter of Swansea City AFC.



Shashi Maharaj

Legal and Membership Director, BVRLA

Shashi joined the BVRLA in May 2020 as legal and membership director, responsible for the association's governance, compliance and membership functions. As the former BMW Financial Services head of strategy, he has spent more than 20 years with BMW in a variety of senior legal, strategy and compliance roles.



William Richmond-Coggan

Freeths

Will Richmond-Coggan is a partner at top 50 law firm Freeths LLP, specialising exclusively in data, AI and information law. He heads the firm's data and information law disputes team and is regularly instructed in large scale data breach litigation. He also supports a wide-range of clients with strategic data, AI and other technology related issues. Those clients range in size from start ups to multi-nationals, primarily in the manufacturing, retail and automotive sectors. Will is currently ranked as a Next Generation Partner by Legal 500 who describe him as 'excellent on data law issues' and 'very knowledgeable'.

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