

## **Executive Team Bio**

**Name:** Antony Pink

**Position:** Co-founder & COO

**Previous Companies:** Accenture

**Linkedin:** [https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public\\_profile](https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile)

Antony Pink is a young and forward-thinking digital entrepreneur. As an ex Strategy Consultant with Accenture in London, Antony has amassed an impressive list of clients across Financial Services, which include Lloyds Banking Group, Bank of America Merrill Lynch and Financial Conduct Authority as well as early stage bid projects with the likes of Vodafone, BBC and Credit Suisse. Antony's passion and forte is Operations strategy: building operating models, improving end-to-end business processes and introducing technology to companies as a method of simplification and automation. Although a Strategy Consultant by day, Antony has been actively involved in the tech startup community for 7+ years across an array of interesting ventures including a ticket distribution platform, a music discovery tool and a software licensing marketplace. Antony is now the co-founder and COO of Laundrapp, arguably one of the UK's most exciting startups. Responsibilities include product, pricing, supplier negotiation and management, logistics optimization, business process design, expansion strategy and commercial partnerships.