

Ian Strang

Chief Growth Officer, Level

Berkhamsted, United Kingdom | [LinkedIn](#)

I've spent twenty years building and running technology companies: founder and CEO of Beyond (acquired by Dignity PLC), MD of Pollen (800 people, £30M revenue, #7 Sunday Times Tech Track 100), operations leadership through two earlier exits.

Most of that time the job was growth. At Beyond: 1.4M users a year and 30% market share, built on SEO and content, a partner network of 1,500 firms, and campaigns that got the brand talked about (the "Let's Talk About Death" ads TfL banned, coverage in the BBC, FT, Forbes and The Times, CreativePool Brand of the Year). At Pollen: a B2B2C engine of ambassador programmes and digital funnels that took a festival agency to 300 clients across Europe, the US and Asia. For the last two years I have also been building with AI myself: a SaaS product now used in 15 countries, built on my own time without a team, and at Level an AI-assisted underwriting engine, built to the standard a regulator expects, that takes a days-long process to minutes.

Areas of focus:

Growth systems: SEO, content, paid acquisition, partnerships, PR and brand campaigns

AI transformation and AI operating model design

Putting LLM systems into everyday workflows: underwriting, operations, customer service, back office

Scaling organisations from 0 to 800+

Product, operations and GTM alignment

Value creation in PE-backed and founder-led businesses

Sector experience: SaaS, marketplaces, consumer, fintech and consumer credit, event-tech, legal-tech, digital cinema.

EXPERIENCE

Chief Growth Officer

Jul 2026 — Present

Level

London Area, United Kingdom

Level is an FCA-regulated consumer lender in family law and probate. I've joined to build the growth function and the operating model behind it.

Designed and prototyped an AI-assisted case assessment engine that reads a loan application and its supporting documents, checks what is missing, applies the deterministic parts of lending policy and drafts the underwriter's summary. Then wrote the build brief and rules specifications and led the production build with an external engineering partner: Salesforce integration, audit trail and a validation harness. Design principle: the model reads, code decides, people judge. Provisional answers in minutes rather than days, with every conclusion traceable to a fact, a source document and a numbered rule.

Wrote growth strategy and plan. Hiring the GTM engineering, sales and marketing team.

Founder

Jan 2025 — Present

Capo

United Kingdom

Built a casual football app used in 15 countries, for fun and because I wanted to use it. No company or funding behind it.

It's how I learnt to build production software with AI, evenings and weekends.

- Multi-tenant SaaS architecture, advanced algorithmic features, payments
- Web platform plus native iOS and Android apps from a single codebase
- SEO automated with AI
- 200,000+ lines of production code, solo

Interim CEO / COO

Jan 2024 — Jun 2026

CEO/COO

Global Karting League, Interim Head of: built the commercial model, marketing funnel and acquisition infrastructure (website, booking system, ads, SEO), set up OKRs and the operating cadence. Concluded with Porsche investment stake in place of a Series A.

Chatsie, Interim COO: GTM framework, pricing, messaging and operational scale-up systems for a health-tech business.

Investor

Sep 2022 — Aug 2025

Ventures Together

United Kingdom

Ventures Together (VT) is an community of 150+ of Europe's leading tech entrepreneurs and operators who angel invest and help companies together. Selected investments include AI, fintech, IoT, and healthtech startups.

CEO / Founder

Apr 2016 — Dec 2023

Beyond

London Area, United Kingdom

Founded, built and sold Beyond: a consumer marketplace and will-writing SaaS platform (the UK's largest funeral comparison site), acquired by Dignity PLC.

- Product and technology: created the pricing comparison engine adopted nationally; built a 5-star will-writing platform through the CMA's reform of the sector.
- Growth: 1.4M+ annual users and 30% market share through SEO, content, affiliates, partnerships and paid media; 1,500+ funeral director partners; CreativePool Brand of the Year and The Drum Advertising Award.
- Ran product, engineering, operations, marketing, fundraising and the board.

Managing Director Pollen (formerly Verve) Joined a festival agency running on Excel and turned it into a global event-tech SaaS business: 800+ people, £30M+ revenue, five countries, #7 in the Sunday Times Tech Track 100. Set up the engineering team from scratch. Built the platform as an internal tool for large festival clients, then commercialised it to 300+ festivals (Event Technology Award winner). Built the B2B2C growth engine (ambassador programmes, digital funnels, enterprise sales) across Europe, the US, Canada and Asia. \$30M raised.	Jul 2013 — Jan 2017 <i>London, United Kingdom</i>
Strategy Consultant Maddox Consulting Led strategic workstreams for Stagecoach, Siemens, Barclays; key contributor to £1.2B rail franchise bid.	Aug 2011 — Jul 2013 <i>London, United Kingdom</i>
CEO / Founder Buzzboard Founded and exited a digital advertising network connecting local brands with high-footfall retail locations across London	Sep 2009 — Aug 2011 <i>London, United Kingdom</i>
Operations Director (Digital Cinema) Arts Alliance Media Built national operations for the world's first digital cinema network; delivered £12M rollout. The business was later sold to Luxin Rio.	Jan 2005 — Sep 2007 <i>London Area, United Kingdom</i>
Commercial and Operations Manager TRM Corporation (now NoteMachine) Joined as the third European employee; five promotions to running engineering, service, compliance, supply chain and nationwide operations as the network grew from 0 to 3,000+ ATMs. Part of the core team through the £47M exit to NoteMachine.	Jan 1999 — Dec 2004 <i>West Sussex</i>

EDUCATION

London Business School <i>EMBA in (Executive Masters in Business Administration)</i> CORE: Strategic Management, Developing Effective Organisations, Decision and Risk Analysis, Corporate Finance, Operations & Technology Mgmt, Financial Accounting, Entrepreneurial Management, Marketing, Managerial Accounting, Corporate Social Responsibility, Managerial Economics, Managerial Statistics, Understanding General Mgmt, Leadership Skills, International Macro Economics ELECTIVES: New Venture Development, Managing the Growing Business, Financing the Entrepreneurial Business, Thinking Strategically—Game Theory, Internet Marketing, Brand Management, MarkStrat, Creative & Personal Mastery, Computerised Financial Modelling Overseas Consulting Assignments: Alfa Bank (Ukraine), Ernst & Young (South Africa)	Jan 2007 — Jan 2009
University of Southampton <i>BSc in Politics</i>	
Cranleigh School, Cranleigh, Surrey <i>Academic Scholarship</i>	
Pennthorpe School, Rudgwick, Surrey <i>Academic Scholarship</i>	

CERTIFICATIONS

GOLD - CreativePool - Branding,	Jan 2019
GOLD - TransformAwards - Branding,	Jan 2019
GOLD - TransformAwards - Branding,	Jan 2019
Spectator Economic Disruptor of the Year - Finalist, The Spectator	Jan 2019
Sunday Times TechTrack 100 (#7),	Jan 2015

SKILLS

GTM Architecture & Commercial Ops · SaaS & Marketplace Strategy · Operational Scaling (0–1000+) · AI-Augmented Product Development · M&A / Exit Execution · Organisational Design & Transformation · International Expansion · Fundraising & Investor Relations (£80M+ raised) · Data-driven Decision Making · Complex Regulated Environments · Product Development · ATM Networks · Digital Cinema · Software Architectural Design · Hardware Architecture · Slide Decks · Bid Writing · Go-to-Market Strategy · Financial Modeling · React Native · Artificial Intelligence (AI) · Full-Stack Development · Software Development · Software Architecture · Interim Management · Capital Raising · Team Management · Operations Management · Entrepreneurship · Start-ups · Business Strategy · Leadership ·

Marketing Strategy · Management Consulting · Management · Growing Businesses · E-commerce · Advertising ·
Marketing · Digital Marketing · Fundraising · Managerial Finance · Public Relations · Strategic Partnerships ·
Executive Management · Early Stage Ventures · Start-ups Management · Project Management · Strategic Thinking ·
Venture Development