

**Rupert Baines' Profile:**

Rupert is a seasoned start-up entrepreneur and CEO. He has founded a number of technology companies and been involved in three successful exits.

Most recently he was CEO of UltraSoC, which he took from struggling academic spinout to success, selling to Siemens in summer 2020 - a deal done wholly over Zoom over lockdown. UltraSoC defined a new category in the industry and had won a number of very high-profile customers around the world.

Before UltraSoC he was VP of Strategic Marketing at Mindspeed following that company's acquisition of Picochip (now part of Intel 5G program), where he was CMO and pioneered the concept of small cells for wireless. His CV also includes spells at first telecom (on track for IPO on LSE before successful exit, acquired by Atlantic Telecom for \$880m), Arthur D Little and Analog Devices where he played a key role in the development and mass-market adoption of DSL.

He has worked in UK, USA and Europe.

His first start up was based on his undergraduate thesis, aged 22.

Rupert has a BSc with postgraduate Diploma in Electronic Engineering from Hull University and an MBA from IESE. He is a Chartered Engineer and a Fellow of the IET.