



NED FORUM WITH



KPMG



Livingston James
EXECUTIVE SEARCH & LEADERSHIP ADVISORY

We're delighted to welcome you to the next instalment of our Non-Executive Director (NED) Forum series, designed to support aspiring, new, and experienced NEDs with insights into the evolving demands of board leadership. This session will focus on the increasingly critical topic of internationalisation.

As businesses expand beyond domestic markets, NEDs play a vital role in guiding strategy, leveraging networks, managing risk, and ensuring cultural and operational adaptability. From accessing new talent pools to navigating regulatory landscapes, the international journey demands commercially astute and globally aware board-level oversight.

**Wednesday
22nd October
2025**

**KPMG LLP
319 St Vincent Street
Glasgow**

8:00am – Breakfast

8:30am – Welcome and insights by Vishal Chopra, KPMG, Senior Partner, Scotland

9:00am – Panel discussion chaired by Jamie Livingston, Founder & CEO of Livingston James

10:00am – Closing remarks from Livingston James & KPMG

Registrations are now live: [click here](#)

#KPMG, #LivingstonJames, #Internationalisation #NonExecutive #Networking #Growth #Effectiveboards

OUR SPEAKERS:



Craig Letton
Founder & CEO
Hyble

Craig is the CEO of Hyble, one of the UK's fastest-growing mar-tech companies, which doubled in size in 2024 and now operates in over 50 countries. Under Craig's leadership, Hyble has evolved from a small, family-run print business into a global SaaS platform used by leading drinks brands and distributors including Bacardi, Diageo, Campari, and Southern Glazers. Hyble's international expansion has been driven by Craig's deep expertise in trade marketing technology and enterprise sales, securing multi-year contracts and rolling out solutions across North America, Europe, and beyond. With revenue growth from £500k to £17m and three rounds of funding from BGF, Craig brings a proven track record in scaling teams, entering new markets, and building globally resilient commercial models.



Jennifer McLean
Co-founder & COO
Raven Controls

Jennifer is the Co-founder and Chief Operating Officer at Raven Controls, a tech company delivering smart, user-focused solutions for incident and operations management in the events industry. With over 20 years of experience across security, resilience, and operations, she has worked in senior roles in both the public and private sectors. Raven Controls has successfully scaled internationally, particularly through a strategic partnership with ASM Global, one of the world's leading venue management companies. In 2025, Raven was appointed as the Preferred Incident Management System Partner for ASM Global's North America business, marking a major milestone in its international expansion. Jen is passionate about turning real-world challenges into practical technology - and ensuring everything we build delivers measurable value.



Calum Smeaton
Advisor, Serial Entrepreneur & Founder
TVSquared

Calum is a serial entrepreneur best known for founding TVSquared, a global TV analytics and attribution platform that transformed how advertisers measure performance across linear and digital TV. Starting the business from his kitchen in Edinburgh in 2012, Calum scaled TVSquared into a multinational company with offices across four continents and clients in over 70 countries. The platform helped brands like Expedia, GoDaddy, and InterContinental Hotels optimise their TV campaigns in real time. Under his leadership, TVSquared raised over £20 million in funding and became a category-defining solution in cross-platform TV measurement. In 2022, the company was acquired by New York-listed Innovid for \$160 million, marking one of Scotland's most notable tech exits. Calum now advises boards and founders on scaling software businesses, international growth, and building investor-ready commercial models.

