



LIMA Team Spotlight.

As a young teenager, **Tam Waite** spent 11 years exploring the Atlantic on his parents' boat, mastering risk management, resource planning, complex problem solving and more. What better preparation for being **LIMA Operations Director**?

Tell us about your role

My job is to support our customers' business outcomes, by combining technology, systems, people, processes and culture in the most effective way. It's interwoven through almost every part of the business, and hugely varied.

A big objective is to help customers get full value from the data collected through our tech solutions. We also keep close track of new features and services from our vendor partners, constantly testing and trialling the best ways to integrate them – ready for when a customer need arises.

What does "insight-led IT" mean to you?

For me, tech isn't the crux of it. It's being really inquisitive about a customer's business – the relationships, the strategy, the budget, everything. We then take the information we have from the customer's technology and align it with what matters to them – building a meaningful narrative about how they can optimise outcomes, maintain their IT estate, reduce overhead and so on. Essentially, it's about putting yourself in the customer's shoes rather than selling them a product.

What typical concerns do customers have?

Security is always up there, as is faster digital transformation. People are always looking to do more with fewer resources: "what's the next level of value I can deliver with the investment I already have?"

Sustainability is another big concern – ecologically, but also in terms of maintaining a flexible, efficient business environment over the long term.

What's the most rewarding thing about your job?

I like to see smiles on people's faces, whether because of something simple that makes their life easier, or something transformative that delivers on their business goals. I don't really differentiate between colleagues and external customers – in a sense, everyone's my customer.

Best thing about working at LIMA?

It's got real "heart". There's a real emotional investment, a deep-seated will to deliver value. LIMA is all about connecting on a personal level, with colleagues and with customers, and you feel that from the top down.

How do you relax and unwind?

I like personal challenges, and I enjoy fell running. I'm currently preparing for a 78-kilometre ultra-marathon through the Lake District next summer.

What three words best describe you?

