



LIMA Team Spotlight.

With half his family already working at IBM, a career in IT was **Danny Masters'** destiny (despite a stint in psychiatric nursing along the way).

What attracted you to the LIMA CEO role?

LIMA are the right size to be able to make a difference, unlike larger companies I've worked in where it's hard to drive change. Also having really good staff, and really connecting with LIMA's co-founder and former CEO, Lisa. People I'd worked with recommended me to Lisa, so it felt like a good fit. And if you look at the companies that LIMA serves, they're great customers in great verticals showing resilience in the current economic climate. I'm here to give the company focus, to make sure we're leveraging our strengths in the best way.

What are your biggest challenges?

With hybrid working, rotating days in the office, new starters – we've got a lot of teams that haven't spent a lot of time together. We have really strong teams and I want to bring that clear "one team" view, and drive camaraderie. That will feed through to our customers, who will get a better understanding of who LIMA are and why they should come to LIMA to meet their needs as they evolve.

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

Our customers are subject matter experts in their own fields, whether they're housing associations, hospitals or manufacturers. IT isn't their core strength. Too many providers go into businesses like that and try to sell them boxes or components and leave them to work out how it can support them. At LIMA, we're focused on delivering tangible business outcomes. We proactively listen to our customers from day one –

gaining a deeper understanding of their challenges and business needs. Only then do we build a viable technology roadmap of forward-thinking, integrated solutions.

What is the biggest change ahead in IT?

It's the speed of change. 20 years ago, you could see something on the horizon and you'd have years to plan for it. Now, the future is only maybe six months away. A business, like LIMA, has to be agile and think about how we serve solutions to our customers and improve the customer experience, rather than focusing on price.

What feels least like work to you?

At LIMA, it's been meeting everyone – whether in one-to-ones or small groups. Understanding what the business is like and what the challenges are. Starting to build relationships and getting to know and understand the team. And finding little ways of helping people enjoy their work more.

What don't people know about you that might surprise them?

Apart from starting my career as a psychiatric nurse, I'm also accident prone. At 13 I was struck by lightning. In my teens I was stung by a jellyfish. And more recently I was stung by a baby stingray on holiday in America – I've never felt pain like it in my life.

What three words best describe you?

Thoughtful

Driven

Passionate