

The record, told properly.

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Roles	Experience	Exits
CEO · COO · CIO	35 years	2 — CBRE · NowVertical
Budgets	Teams	Now
to £120m	24 to 580	Founder, Praxis AI Partners

In brief

Founder of Praxis AI Partners, the AI Operating Partner for Private Equity firms and their portfolio companies, where thirty-five years of senior technology and operations leadership now compounds with AI-native execution. Before Praxis: a VC-mandated turnaround led to exit at Exonar/NowVertical; a 400% revenue rebuild led to exit at Romonet/CBRE; divisional recovery at Alcumus; and group-scale transformation at Balfour Beatty. A career spent being brought in when businesses need building on what's good, lifting what lags, and taking the whole to the next level.

Expertise

- Turnaround & growth strategies
- Transformation & change management
- Investor & stakeholder relations
- Budget & financial management
- Senior team acquisition, leadership, coaching
- Data & AI technology product development
- Product strategy development & execution
- Sales & commercial strategy
- Revenue growth & cost control
- Client acquisition & retention
- Culture change programmes
- Business risk mitigation & management

Experience

2026 — present

Praxis AI Partners — Founder & Principal

AI-native professional services: the AI Operating Partner for Private Equity firms and their portfolio companies.

Founded to demonstrate, rather than describe, what AI-native operations make possible.

- Launched end to end with an AI co-founder: proposition, brand, methodology, website and go-to-market, from incorporation to live client engagements
- Operates a fifteen-agent AI workforce governed by a defined authority model: humans hold strategy, risk and final approval
- The company is codified as software: operating model, governance and workflows versioned in repositories, with an Agentic Operating System in development
- Early-backed by a PE Operating Partner as investor, co-founder and advisor

2024 — 2025

DTCP / GreenScale — Consultant, then Chief of Staff

Leading Private Equity firm building a new data centre infrastructure platform.

Brought in to facilitate the platform build-out and launch; asked by the incoming CEO to stay as Chief of Staff.

- Supported company set-up and asset-acquisition projects ahead of launch
- Onboarded the executive team, then held executive strategic support, CoSec, marketing and facilities until dedicated hires took over

2020 → Acquired
— by The
2024 NowVertical
Group

Exonar / NOW Reveal — CEO / SVP

Data discovery, indexing and automation technology; customers including Lloyds, GSK/Haleon, WHSmith and First National Bank.

Brought in by the board of VCs (Beringea, Amadeus, Downing, Winton) to recover investor confidence with a turnaround strategy.

- Completed two further funding rounds with institutional and angel investors
- Held £1m ARR through COVID and grew services revenue 38%
- Delivered a customer-led technology project adding £800k of services revenue
- Built the sales pipeline from zero to over £5m, direct and through a partner channel
- Personally identified the targets and negotiated the sale to The NowVertical Group

2019 — 2020

FreemanClarke — Principal Consultant

The UK's largest team of fractional IT leaders.

Helped SME clients turn technology into a detailed, board-ready business strategy.

2018 — 2019

Alcumus Group — Managing Director, Software Division

PE-backed, £50m revenue, 600 staff; accreditation, certification and SaaS risk management.

Recover failing revenue performance and restructure two software businesses into one division.

- Recovered Info Exchange's declining revenue: 32% growth within six months, year on year
- Lifted Sygol revenue growth from 18% to 25% and client retention from under 90% to 97%
- Cut monthly reporting effort from 4 days to half a day with live KPI tracking
- Combined two business units into one division with a high-skilled management team

2015



Romonet — COO / CEO

—

Acquired

2018

by CBRE

Predictive analytics for the data centre and cloud industries; sub-£300k revenue at entry.

Recover investor relationships, shift the business from R&D focus to commercial growth.

- Increased revenues 400% within 24 months on a next-generation platform
- Opened new global regions with partnership contracts in the US, Japan and the UK
- Retained investor support from day one through the growth programme
- Brokered the strategic negotiations that ended in the sale to CBRE

2011 — 2015

Balfour Beatty, Services Division — CIO / IT Client Services Director

The UK's largest listed construction and engineering group: £9bn revenues.

Build one UK IT shared-services function across all divisions.

- Consolidated federated IT of 460 staff into one 160-strong shared service, cutting addressable costs ~20%
- Reduced operational costs by £10.2m from a £48m budget
- Returned an £18m programme budget to the business by brokering a five-year equipment lease
- Led a 60-person programme team and 160-person operations team through a three-year transformation

2010 — 2011

Balfour Beatty Workplace — IT Director

Facilities management services across multiple sectors.

Protect and grow business revenues through the ICT roadmap.

- Structured a £1m budget improvement in a single operating company through IT delivery efficiency
- Supported a team of 85 across operating companies

Earlier

Foundations

Financial services, energy and telecoms infrastructure, where the operating discipline was learned.

- Operations/IT Director, Service Birmingham (Capita/Birmingham City Council JV): 580-strong team, £180m revenue
- Head of Hosting/Delivery, Cable & Wireless
- Global Infrastructure Manager, Henderson Global Investors
- European Order Routing Systems Manager, Instinet/Reuters
- Infrastructure/Systems Project Manager & Global Markets IT Services Manager, Deutsche Bank
- EMEA IT Systems Manager, The Northern Trust Company
- IT Support Services/Project Leader, BP Exploration