

Tech firm Flyform targeting rise in revenues to £21m this year

A Cardiff-based technology solutions provider is aiming to grow revenues to £21m this year. To support its growth plans the Elite ServiceNow partner FlyForm has appointed Rob Rees as managing director.

Founded in 2015, the business solves client problems using the cloud-based automation platform to help companies transform the way they work to drive discipline, efficiency and productivity.

The company, which employs 80, is one of Wales' fastest-growing indigenous firms and was ranked 26th in the 2022 Wales Fast Growth 50, having achieving a 136% growth in revenues from 2019-21.

As MD Mr Rees will focus on expanding the company's public sector and commercial client base, which already includes the Driver & Vehicle Standards Agency, the Home Office, Foreign, Commonwealth & Development Office and Government Property Agency, as well as a wide range of commercial clients.

He joined FlyForm, based at Cardiff's Capital Tower, as operations director last January. He was previously group operations director for a Microsoft Gold partner.

Before that he held similar roles in bespoke digital software operations and large digital transformation and outsourcing services.

Phil Davies, Flyform Group's chief executive and co-founder with Arron Davies, said: "Rob was first engaged to grow our professional and management business lines. He quickly took

responsibility for significant operational areas of the business, readying them for scale-up. This focus on stable growth, combined with extensive focus on people development, made him a natural fit for MD.

“We have achieved year-on-year growth of more than 40% over the past three years and this is an exciting period for our organisation and the ServiceNow ecosystem as a whole. Rob’s track record of driving growth in cloud services organisations will enable FlyForm not only to maintain but accelerate growth as we continue our journey as one of the world’s leading ServiceNow partnerships.”

Mr Rees said: “The opportunity to serve with a talented team on a mission to positively impact people’s lives through the power of technology is exciting.

“The ServiceNow ecosystem is red hot. It embodies a platform that transforms business.”

In line with the MD appointment, co-founder Mr Davies also takes on a new non-executive director role.

He said: “Focusing on employee well-being and advising on client success offers me the opportunity to directly impact the success of Flyform, while allowing Rob to concentrate on business strategy.”

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