

ICONIC Shift™ Our Team

Directors

Mike Harris, creator of 3 billion-pound iconic businesses, including the world's first telephone bank (Firstdirect) and the world's first serious Internet bank (Egg), Often described as the "Father of UK Fintech". co- creator of IconicShift architecture.

Matt Harris, background in journalism and PR, currently a freelance business writer, expert in written communication and creation and documentation of business plans and co-creator of IconicShift architecture

Sue Harris, trained as a speech and language therapist and teacher, expert in verbal communication (highest rated leader of Perfect Pitch module) ; co-creator of IconicShift architecture

Associates

We maintain relationships with a number of associates who have received extensive training in the use of IconicShift in their own businesses. The expertise available is:

- The transformation of banking and insurance (conventional and Islamic) in the age of FinTech
- Funding and exit
- Affordable legal advice for SMEs
- "Next generation" digital marketing
- Usable customer insight
- Branding and design
- The psychology of leadership

We may use any associate with appropriate expertise in supporting our work for you.