

BIOGRAPHY

About me



Josh Licence is an engineer, who has moved into the world of business and tech consulting. He's had experience at the 'Big End of Town' with roles at Mondelez International, Cadbury and Deloitte. He has completed over 500 SaaS (that's software-as-a-service) projects with business owners, leaders and their growing businesses.

He is ex-Head of Business Systems at the specialist entrepreneurial advisory firm, BlueRock, and is the Founder of Apparatus Quo, which is a business that focuses on helping businesses to grow sustainably, to Scale their Services and Trade Tech for Time.

Josh combines his 10+ years experience in professional services and consulting into his practical framework of 'SAS for SaaS' - Strategy, Alignment and Scale to help clients use technology in a way that is aligned to their business strategy.

Josh's approach is designed to facilitate sustainable growth and change in organisations, through various workshops, templates, VIP days and support to iterate and focus on progress that sticks; moving businesses from zero to one (and beyond) when embedding new capability.

Clients include business owners and leaders in both service-based and product-based businesses. Core industries include Professional Services, Creative Agencies, Consulting, Accounting and Bookkeeping, Engineering, Architecture, Manufacturing, Wholesale and eCommerce, Franchising, Purpose-driven and Not-for-profit Organisations.

Josh has Partnerships with many SaaS applications, including Asana, Xero, WorkflowMax, WorkGuru, DiviPay, Hubspot, Microsoft, Katana and DEAR Systems.

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