



Keith Ali

Managing Director and Co-owner of Creative

Managing director and co-owner of Creative – a \$25 million global business with 11 offices across five continents – Keith is responsible for running daily operations. He also designs and executes the group’s strategic plan, enabling clients to digitally transform for continued growth and profitability.

As well driving international expansion, Keith has brought synergistic ventures on stream. Today, the business draws on the technical skills of Creative ITC, the innovation and experimentation of Creative Customer Experience and the IoT aggregation know-how of Creative Everything Connected.

Previously, Keith was head of technical strategy at Cisco, responsible for anticipating market transitions and building value propositions to seize emerging business opportunities. As part of that role, he was a member of the technical leadership team, driving growth of £1.5 billion in annual revenue. Prior to Cisco, Keith spent eight years overseas running IT departments throughout APAC and the US. As global head of infrastructure for Arup, he consulted for public and private sector clients.

A chartered engineer and passionate technologist, Keith is driven by how IT can be applied to positively affect our entire economic future. He gained a diploma in IT from Oxford University, holds multiple Cisco certifications and is a member of the British Computer Society. In his spare time, he enjoys golf and tennis.