



 **UNITED KINGDOM**

 **+1 866-862-4848 Ext 11179**

 **russell.potter@demandai.co**

[www.demandai.net](http://www.demandai.net)



**Unify Data. Ignite Demand. Deliver Outcomes.**

Demand AI brings together advanced AI and real-world lead gen expertise to help businesses transform messy data into measurable growth — all with zero disruption and full transparency.

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# **RUSSELL POTTER**

## **GROUP CHIEF FINANCIAL OFFICER**

Bringing more than 25 years of leadership experience across private equity-backed media and technology businesses, Russell has deep expertise in SaaS transformation, international M&A, and strategic growth. He combines financial discipline with strategic vision to help scale global businesses, improve operational performance, and drive long-term enterprise value.