



Tess Butler – CEO, Ruddy Nice Ltd & DSET Ltd

Tess has worked in Military Simulation, Training, and Education for 27 years. A graduate of Russian & Soviet Studies, she first worked with the Royal Navy before becoming a fixture at a tank-park for a year trying to work out which media would enhance the training of arc-welding the bits of Armoured Fighting Vehicles (AFV432s) and her beloved motorbike. After a decade of trying to crack the code of MoD Requirements Documents as a Bid Manager and Business Development experiment, she became head of Joint Capability Business Development at CAE UK and worked on the central strategy board. Five more years of working with more than 25 different militaries set her up nicely for a sojourn to the deserts of the Middle East where she worked independently as a Military Consultant to industry. She has an excellent network of existing contacts globally in both industry and military.

Tess headed back to the UK with 15 years of Military Training and Simulation (MS&T) experience to make posh jam. A year later she was hired as PR Director of Bohemia Interactive Simulations. 2015 led to expansion of the Ruddy Nice client base and the setting up of the Defence Simulation Education and Training (DSET). Running awesome and relevant events for the military, industry and academia in MS&T are her ongoing passions.

Tess is the CEO and founder of both Ruddy Nice and DSET (Defence Simulation, Education and Training). She is a Founder-Director of Fight Club International – the world's largest Professional Wargaming Community, a Director of the European Training Simulation Association and she is also currently a PhD Candidate for Bath Spa University in Wargaming.