



Tess Butler – CEO, Ruddy Nice Ltd & DSET Ltd

Tess Butler is the CEO and founder of both Ruddy Nice and DSET Ltd, bringing 30 years of expertise to the forefront of Military Simulation, Training, and Education. A specialist in bridging the gap between industry, academia, and the military, her early career spans hands-on training roles with the Royal Navy and British Army, evolving into high-level strategic development roles collaborating with over 40 global militaries. She also spent five years as an independent military consultant in the Middle East. A prominent figure in global wargaming, Tess is a Founder-Director of Fight Club International and established DSET in 2015 to unite international stakeholders across the community. She has also set up The Studio in Salisbury, a year-round hub facilitating strategic wargaming, courses and collaborative simulation workshops. Currently a PhD Candidate at Bath Spa University, her academic research directly informs her high-level consultancy, which includes a major wargaming study for the UK Cabinet Office.