

Q&A

Meet **Christine Bhatt**, CEO of Chelmsford-based Systematics International, who shares how entrepreneurial spirit and resourcefulness can help businesses survive the challenges 2025 has in store

WORDS: Lauren Knight

Was it always your plan to work in data and technology?

Not really – working in this space emerged from pure chance, but remaining in the industry for so long was certainly my choice. I learnt early in my career how important it is to stay abreast of industry trends.

It's the constant proliferation of digital transformation and innovation that's kept me interested and committed to working in this sector.

How did you become a CEO?

I came to the UK in 1987 from Zambia to pursue higher education, but due to the political turmoil, my parents couldn't fund my studies. To make ends meet, I worked four different jobs. It wasn't easy, but I got through university on a scholarship and from the experience realised the importance of resourcefulness and entrepreneurialism.

My career began as a market data analyst for one of the world's largest agricultural equipment brands. I then joined Systematics International in 2000 as a business development manager. Three years later, I was made up to be the managing director and in 2007, with the help of my husband Manuel Bhatt, I performed a management buyout, transforming Systematics from a small company to a well-respected, globally renowned corporation. Then, in 2023, we sold the company to Kynetec.

Travelling full circle, from buying to selling the company, was stressful but highlighted the vitality of being surrounded by the right professional business partners. Their unbiased advice helped me ensure the best outcome for all.

Can you tell us more about the work you do?

At Systematics, we collect, aggregate and deliver market information for multiple industry segments, using cutting-edge technology to enable customers to realise their full potential.

Data has become an essential commodity and those businesses that effectively harness the power of their data tend to be the front runners in their industries. We're a one-stop shop for a broad range of clients including high-profile corporations such as digger giant JCB and CNH Industrial to small



Christine Bhatt, CEO of Chelmsford-based Systematics International

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independent businesses and national trade associations worldwide. Customers use the information to assess business performance and production requirements, make strategic decisions on future investments, and gain enhanced market insight to aid plans for growth and anticipate market changes that could impact their business.

As CEO, I focus on growing our people through various initiatives and uniting them with processes to maximise the generation of innovative business ideas that can propel us forward.

It's my responsibility to help the company flourish and expand our service offerings. I adore working with the community and am involved in mentoring local young people who demonstrate entrepreneurial flair!

What's your philosophy for the company's future?

Now we're part of the Kynetec group, I'm excited about taking the machinery business to the next level and pursuing our goal of becoming a leading global provider of quantitative machinery volume statistics combined with qualitative customer, market and product insights delivered through a standardised platform.

My focus moving forward is to guarantee we retain our culture and ethics as they define our organisation's identity. Our values of integrity, transparency, customer centricity, innovation and team spirit will continue to drive best work practices in this rapidly evolving landscape.

What events in 2025 could impact global markets?

The start of Trump 2.0 will significantly impact international relations and trade policy. The implementation of the tariffs plan on exports into the US may affect the worldwide supply chain, leaving some



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Christine has worked in data and technology for almost 25 years

sectors vulnerable to the prospect of higher taxes. Global and local organisations will also face continued change driven by digital transformation, rising costs and the push towards Net Zero. Standing still is no longer an option! By being agile and implementing change before they're forced to do so, business leaders can gain a competitive advantage.

Having lived in Essex for 25 years, I've observed first-hand the entrepreneurialism and dynamism that contribute so much to the local and national economy.

I hope challenges such as rising employment costs, inflation and evolving market dynamics won't deflect that spirit. I'm proud to be part of a resilient and supportive community. Long may this continue.

If there's one piece of advice you could share with other aspiring businesswomen, what would it be?

Triumphs require people's collaboration, trust and goodwill, but remember setbacks are also valuable learning experiences as they enable you to address shortcomings and improve performance. The ultimate goal is to empower your team and make our community a better place to live and work. ● systematics-int.co.uk

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How many years have you worked in data and technology?

Almost 25. It fascinates me that every data point has its own story, from which we can understand and predict industry shifts.

How many awards has Systematics International won?

At least 24 in the past 10 years. Most notably, we were named Small Business of the Year and featured in the Parliamentary Review three times as a best practice business stimulating reform through the sharing of work practices amongst the nation's organisational leaders.

What year was the company founded?

1972.

How many years of training did you undertake?

My economics and corporate finance degrees offered a foundation for understanding business, but it's training alongside work peers that truly made a difference. I'm an advocate for lifetime learning and embracing the idea we can learn from all elements of life. A naturopathy course taught me better health habits that I've applied to my work and home life.



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Systematics is a multi-award-winning data-processing company