TIM NEL
FOUNDER, LOBSTER INK

Tim Nel is a founder of Lobster Ink, an award-winning provider of end-to-end online training solutions. In 2019, Ecolab acquired Lobster Ink to address customers’ growing need for effective training solutions. Nel has dedicated more than 13 years at the forefront of how learning methodologies intersect with technology and was instrumental to the design of the platform which enables Lobster Ink’s learning solutions.

As the leader of solutions architecture, Nel’s role requires finding innovative (and sometimes disruptive) ways to combine technology and content to solve customer challenges, drive a return on learning and accelerate change.

Through Lobster Ink’s broad and varied client base, Nel has had exposure to a wide array of unique challenges and opportunities across lodging, restaurants and food retail customers in more than 100 countries with a particular focus on solving the challenge of reaching, engaging and building lasting behavioral change in the deskless workforce of category-leading enterprises.

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