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I am an inspirational and entrepreneurial senior executive with over 20 years' experience of leveraging the digital and technology landscape to drive sustainable business growth and differentiation.

My career has predominantly focused on technology led sectors, moving from SaaS solutions to agency side supporting brands strategically, and more recently helping Fintech's move through early stage growth or bring about a step-change of performance towards longer term aspirations.

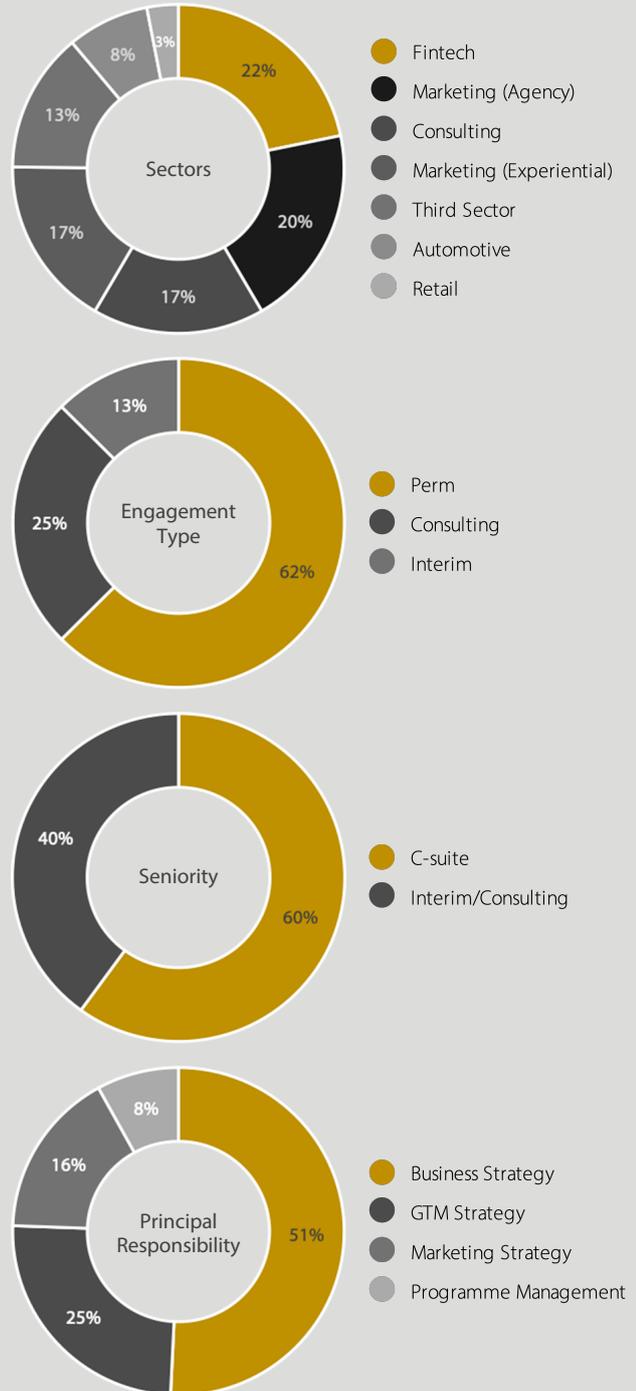
An accomplished business and marketing strategist capable of developing and executing significant change at pace to drive increased shareholder value both in the short term and towards longer term goals. A passionate leader with board, NED, interim and consulting experience gained agency and client side.

I strongly believe that organisations who embrace a positive disruptive approach, leverage technology, develop a 'client centred' culture, that are agile, and operate with integrity, will outpace and outperform their competitors. I aspire to work with organisations who demonstrate an uncompromising commitment to continually improve and differentiate through application of innovative thinking and technologies, and to excel in their space not only in terms of market share and financials, but also across their philosophy, behaviours, and client service.

## Career Highlights

- Attained ad agency industry awards including 'Best Digital Campaign' (Miele), Best Integrated Campaign (Lucozade), and Agency of the Year.
- Development of a five-year Fintech strategy including prioritisation in the context of required investments and gaining of technical capabilities in order to achieve long term goals.
- PE exit strategy development for retail asset detailing short/medium term options as well as a five-year exit with investment milestones.
- Development of an Experiential Agency exit strategy delivering a positioning shift, acquiring key talent, and improving systems and processes throughout.
- Redevelopment of MasterCard GTM strategy processes.
- Leading to execute flawlessly on pitch responses, developing customer-centric propositions and providing thought leadership.

## Ten-Year Experience Snapshot



## Experience | Consulting/Interim

<b>Strategy Consultant</b>	Sales Force Europe <i>(salesforceeurope.com)</i>	SaaS Market Expansion Support	Oct 2018 - Present
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Sales Force Europe helps SaaS/tech companies rapidly scale their businesses in to new geographic territories. Engaged to carry out market entry readiness assessments of client organisations and development of workshops with associated materials.

<b>Interim COO</b>	PAYWYZ Group <i>(paywyz.com)</i>	Fintech	Oct 2017 - Nov 2018
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Fintech start-up. Responsible for strategy, brand development, website development, inbound marketing implementation.

<b>Interim CMO</b>	CashFlows Group <i>(cashflows.com)</i>	Fintech	Sep 2016 - Feb 2017
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Engaged by TMT of this fast growth PE backed FinTech. Accelerated development of market leading sales & marketing platform leveraging inbound marketing philosophies. Appointment of, and handover to, outstanding CMO at interim role exit.

<b>Interim CMO</b>	Kalixa Payments Group <i>(kalixa.com)</i>	Fintech	Mar 2015 - May 2016
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Kalixa Group acquired PXP Solutions in early 2014. Assignment to accelerate development of common systems and processes across sales and marketing functions. Inbound marketing implementation + content strategy + lead scoring + website redevelopment.

<b>Interim CEO</b>	Past Times <i>(pasttimes.com - now whsmith.co.uk)</i>	Retail (e-commerce)	Aug 2012 - Apr 2013
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Past Times began life in 1986, opening the first high-street retail store in 1987 in Oxford, UK. Over the next 25 years, the brand became synonymous with iconic retro gifts, jewellery, garden and homewares. In December 2011, the brand entered administration closing 150 high street stores. In January 2012, key assets were purchased by EPIC Private Equity LLP for £1.8m and began trading Past Times as a digital pure play.

- Responsibility to develop exit strategy options (short/medium/long term), identifying potential acquirers, detailing investment requirements, and development of a 'Store of the Future' concept.
- Management of e-commerce platform, ensuring usability across devices and leveraging insight from data to optimise product categorisation and platform usability to streamline customer journey, optimise browsing, basket value, conversion and loyalty.

<b>Senior Consultant</b>	Digital Works Group <i>(digitalworksgroup.com)</i>	Strategy Consulting	Mar 2010 - Nov 2013
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My initial involvement with 'Digital Works' commenced in 2010 when the consultancy was formed through the coming together of five like minded professionals. Over four years of involvement, my assignments primarily involved exit strategy development and value maximisation.

- Equal split of B2B/B2C clients including Bwin.Party; MasterCard; Kellogg's; Sky; HP; Charity Sector; Public Sector; various SME's & Start-ups.
- Kalixa Group, (payments arm of Bwin.Party), analysis supporting detailed 5-year strategic blueprint, working with client's cross-functional teams across multiple geographies.
- MasterCard GTM strategy, analysis and recommendations. Series of bespoke workshops with Tesco Bank and Sky to explore MasterCard partnership potential.

## Experience | Permanent

<b>NED</b>	YMCA Bedfordshire <i>(ymcabedfordshire.org.uk)</i>	Charity	Oct 2019 - Present
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Due to the operational limits inherent within small charities, the board of The ReUse Centre (TRC) decided in 2018 that local communities could be served better should we merge our charity in to a larger charitable organisation. Following a six-month due diligence process, the respective boards of TRC and YMCA Bedfordshire voted in support of the merger of TRC in to YMCA Bedfordshire. In October 2019 YMCA Bedfordshire invited myself and one other TRC NED to join their own NED/Trustee board.

The YMCA Bedfordshire is a charity seeking to serve the community through its extensive supported accommodation and resettlement work, recreational, educational, and outreach work and personal development training.

<b>NED</b>	The ReUse Centre <i>(thereusecentre.org.uk)</i>	Charity	Sep 2016 - Sep 2019
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The ReUse Centre is both a Registered Charity and a Social Enterprise dedicated to supporting our three founding goals of Alleviating Poverty, Supporting Communities, and Protecting the Environment. Through income generated via financial donations and the sale of donated items and services, the charity supports individuals and families suffering hardship or escaping abusive and sometimes dangerous environments. We support those in need through the supply of both new and donated furniture, electrical goods such as fridges, cookers, washing machines, and other domestic appliances. Essentially, we provide the basics to help people regain confidence and self-belief, assist long-term unemployed back to work, and divert tonnes of material away from landfill by selling or recycling donated items.

Experience | Permanent *(continued)*

<b>NED</b>	Spirit of Concorde <i>(spiritofconcorde.com)</i>	Experiential Marketing & Licencing	Dec 2015 - Present
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Spirit of Concorde is a unique experiential concept, designed in celebration of a true aviation design icon - Concorde. Leveraging my experiential and aerospace sector experience, I joined the team as CEO, later moving to a NED role once business foundations were in place.

<b>Director</b>	Marques Prestige Cars <i>(marquesprestige.com website no longer live - see agencyex.com/marquesprestige)</i>	Automotive	Mar 2017 - Nov 2018
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Car specialist supporting owners of car collections with storage, maintenance and sale. The largest project, completed in November 2018, involved the restoration, marketing, and eventual sale of a 1985 Rolls Royce Corniche originally purchased by Sammy Davis Jr. and Dean Martin as a 70th birthday gift for Frank Sinatra (see [www.agencyex.com/ratpackcorniche](http://www.agencyex.com/ratpackcorniche)).

<b>Managing Director</b>	2Heads Global Design <i>(2heads.com)</i>	Agency   Experiential Marketing	Nov 2013 - Nov 2014
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A privately owned £12m exhibition/event design & build contractor founded in 1983. Recruited by Owner/Chairman to, (1) oversee day-to-day management of business; (2) to accelerate growth; (3) to develop tangible brand value with exit goal in mind. Offices/warehousing in the UK, USA, France, Dubai and China.

- Development of detailed five-year exit strategy blueprint, and communication of vision across organisation to encourage a shared sense of purpose, direction and ownership.
- Significant process reengineering, leading to differentiation through enhanced customer experience and agility of decision making and actions through improved systems and associated reporting.
- Key account responsibility across Aerospace, Automotive and Travel/Tourism sectors.
- Introduced a strategy/creative/production (45/45/10) approach to support new and incumbent clients, representing a significant shift from the established production/creative 70/30 approach.
- Evolve agency culture to engage, reward, and empower employees and acquisition of market leading automotive sector talent with the aim to grow the strategic and creative core of the business and provide credibility to support our move into the automotive experiential space.
- Establish a professional 'Client Service' team responsible for delivering 'client delight', shifting client management away from the established 'production led' approach.

<b>Managing Director</b>	Fuse Digital <i>(fusedigital.com - now bigdogagency.com)</i>	Agency   Digital Marketing	Jul 2007 - Mar 2010
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Part of the AIM listed 'Mission Marketing Group', Fuse formed the digital marketing heart of the group. A multi-award winning creative and strategic agency, Fuse enjoyed relationships with a range of exciting global brands, delivering exceptional digital marketing strategy, creativity, and e-commerce driven solutions. B2C/B2B 70/30 split. Clients included Lucozade, Remington, Grant Thornton, Miele, The Bullring and Woburn Safari Park.

- Hired by business founder/owner to turnaround business, assisting maximisation of earn-out exit payments
- Full budgeting, revenue and P&L responsibility
- Developed strong technical foundation to agency and greater business scalability service productization
- Created operational excellence through process redevelopment leading to the highest quality of studio output and client satisfaction
- Restructured and reinvigorated team, (growing from 10 to 30), nurturing a keen client focused culture
- At exit, integrated the digital agency with a sister above-the-line communications agency.

<b>Managing Director</b>	Lappset Group <i>(lappset.com)</i>	Leisure	Aug 2004 - Jun 2007
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Lappset, established in northern Finland in 1970, is a £25m European business manufacturing, supplying and installing outdoor playground equipment. Role brief was to return the UK business to sustainable growth and profitability. B2B focus across public sector, education and tourism.

- Full budgeting, revenue and P&L responsibility
- Ground-up strategic redevelopment. Identification of channel partners; provision of market and customer insight; product and service coaching; provision of tools and on-going support.
- Significant operational transformation across processes, systems, and structure, adopting group ERP (IFS) to enable improved information visibility and decision making efficiency
- Management and development of existing product ranges, influencing at group level the development of new products gaining competitive advantage and media interest (BBC and national newspapers/magazines).

## Experience | Permanent *(continued)*

<b>MBA Studies</b>	Cranfield School of Management <i>(cranfield.ac.uk/som)</i>	Oct 2003 - Sep 2004
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Cranfield deliver a highly regarded one-year full-time MBA programme. My studies specialised in business/marketing strategy, change management, project and risk management, financial & management accounting, product management, and supply chain management. Optional consultancy engagements as follows...

- Microsoft (consultancy): Review of challenges within the education support channels. Investigation of 'Trusted Advisor' concept. Engagement of key stakeholders within Government, Microsoft, and schools.
- Barclaycard (consultancy): Review of NPD processes with Product Management focus on proposed flexible loan product. Deliverables included improved and agile NPD framework, and loan product GTM strategy.

## Education

<b>MBA (awarded Directors' Prize)</b>	Cranfield School of Management <i>(cranfield.ac.uk/som)</i>	2004
<b>Management Diploma</b>	Merseyside Innovation Centre	1992
<b>BSc (Hons) (Management)</b>	Manchester Met University <i>(mmu.ac.uk)</i>	1991

## Additional Information

- Myers-Briggs Type Indicator ENTJ (Extraverted; iNtuitive; Thinking; Judging)
- Enjoy cycling, sailing, cooking (when permitted), rugby and football (limited to spectating these days) and am an active supporter of charity organisations.
- Absurdly proud father to Samuel (10) and Lily (15).