

Matthew Goldsbrough

NON-EXECUTIVE DIRECTOR • BUSINESS MENTOR

matthew@nonexecforhire.com

Facilitates the growth of individuals and their company, using deep expertise in strategy and marketing

Former vice-president level executive, well versed in corporate governance, who brings clarity to business strategy and marketing. An independent thinker, always learning, adept at constructively challenging ideas and bringing people together to build consensus around strategic vision and tactical plans.

Behaves with integrity while driving for the success of any enterprise he is involved in. Passionate about enabling organisations to thrive. The prime mover, in most recent non-executive director role, behind three successive years of balance sheet growth and sales to major new customers.

CAREER

Business Mentor

TECH MANCHESTER

Non-profit organisation funded by British hosting firm UKFast, supporting early-stage tech businesses.

2019–2022

UK

- ▶ Volunteer mentor on Manchester's business mentor programme for early stage technology companies.
- ▶ Paying it forward to help Manchester's next generation of tech entrepreneurs.
- ▶ Working with each start-up company for 12 months to help support them as they develop their business idea to launch.

Non-Executive Director

BRITANNIA GARMENT PACKAGING

Garment packaging for major European and US brands and retailers, from an international network of production facilities.

2013–2016

UK

- ▶ Mentored CEO, enabling him to take company to 3 successive years of balance sheet growth.
- ▶ Motivated new approaches to business development, which convinced major retailers to become significant new customers.
- ▶ Led management team in creation of business plan for expansion of company, gaining consensus with Asian business partners in building a group vision and identity.
- ▶ Chaired board meetings, ensuring progress made on key issues. Introduced good management practices for financial oversight, risk mitigation, and monitoring of performance indicators.
- ▶ Steered relationships with new corporate business partners, developing company's ability to be respected by much larger organisations.

Strategy Advisor • Executive Mentor

GOLDSBROUGH CONSULTING LIMITED

Enabling people and their companies to flourish by developing better business strategy and more effective marketing. SME clients in UK, Europe and USA. Sectors included technology, software, finance, education, franchising, marketing, charity, legal, creative, retail and manufacturing.

2003–2019

UK, EUROPE

- ▶ Developed business strategy and more effective marketing for a wide variety of companies. Enabled clients to achieve targets for increased profitability, turnover and stability. Three years after working with one manufacturer they had “made more money than in the previous fifteen years”.
- ▶ Advised founders and boards of directors on future direction, based on audits of performance and analysis of potential for growth. Having convinced one group board of a clear path away from their confusing strategy, a board member commented: “His recommendations to the Board were insightful and extremely relevant.”
- ▶ Provided guidance on funding and financial management, leading to increased profits and greater stability.
- ▶ Mentored senior executives to guide them successfully through challenging business transitions. A CEO who massively improved his company’s performance said of Matthew: “A man of integrity who challenged me to think differently and helped me to become a better manager.”

European Marketing Director

INFORMATICA

Leading data warehouse software provider, based in Silicon Valley.

2001–2003

EUROPE

- ▶ Recruited high-calibre marketers across Europe to form cohesive team that generated 150% of required sales opportunities.
- ▶ Increased positive press coverage and favourable industry analyst reports by more than 100%, by conducting hundreds of briefings and interviews around Europe to introduce new product line.
- ▶ Left legacy of effective multi-country working practices designed to encourage cooperation and wisely use available budget for maximum impact.

Vice President Marketing EMEA

IMRS / HYPERION

Business intelligence and financial management software used by the corporate finance departments of large organisations. Participated in every stage of the journey from start-up to world leadership.

1993–2000

UK, USA, EUROPE

- ▶ Built UK professional services team, where the processes developed became the blueprint for worldwide subsidiaries. Responsible for all UK contractual, legal and financial matters.
- ▶ Two years in Connecticut HQ driving strategy of core products, resulting in 100s of millions of dollars in sales of a new generation of software products.
- ▶ Recruited and led pan-European teams for product marketing, competitive analysis and marketing communications. Masterminded all pan-European marketing events and communications, including annual European customer conference. Built customer community long before social media made it easy.
- ▶ Crafted a positive market presence for the company formed by the merger of Hyperion with a rival. Equipped salespeople with the tools and information they needed to increase sales with a more complex product line.

STRENGTHS & SKILLS

STRATEGY & PLANNING

Turns complex business problems and opportunities into simple clear ideas that are actionable

MARKETING

Deftly positions a company, brand or product for maximum return.

GOVERNANCE

Thoroughly handles financial management; performance metrics; ethics, values and culture; risk assessment and mitigation.

PROCESS

Stimulates the design and implementation of suitable processes to ensure productivity and compliance. Deep knowledge of software development and system implementation, and alignment with business objectives.

PEOPLE

Mentors and supports individuals, equipping people to flourish. Fosters collaborative environment in which to build consensus.

VOLUNTEERING

Business Mentor

THE PRINCE'S TRUST

The charity helps 14-30 year olds realise their potential and transform their lives, when they have struggled at school, been in care, been in trouble with the law, or are long-term unemployed.

- ▶ Provided support and inspiration to young people starting their own businesses in food, retail, and entertainment.

Chair

STOCKPORT BREAKFAST CLUB, GREATER MANCHESTER CHAMBER

Business networking event.

- ▶ Injected new energy to increase the engagement of members in monthly networking. Sourced and coached stimulating speakers. Increased attendance by 50%. Encouraged new Chamber memberships.
- ▶ Drove Breakfast Club to be the premier business networking event in the region. Set benchmark for future chairs.

Governor

COMBS INFANT SCHOOL

A Peak District village school which gives children an outstanding foundation for their education and lives

- ▶ Played pivotal role in campaign to keep the school open when threatened with closure.
- ▶ Provided supportive and challenging oversight as governor.

Trustee

COMBS VILLAGE HALL TRUST

The village school operates in premises maintained by the Trust, which also manages community events

- ▶ Ensured proper financial reporting to the Charities Commission.
- ▶ Facilitated negotiations to reduce running costs and return more value to villagers.

EDUCATION

BSc Hons, Computer Science

LEICESTER POLYTECHNIC / DE MONTFORT UNIVERSITY

1974–1978

TESTIMONIALS

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