

Matthew Goldsbrough

NON-EXECUTIVE DIRECTOR • BUSINESS MENTOR

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NOW BUILDING A PORTFOLIO CAREER OF NON-EXECUTIVE DIRECTOR POSITIONS

Vice-president level executive who brings clarity to business strategy, and is well versed in corporate governance. 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.

Matthew is passionate about enabling organisations to thrive. In his most recent non-executive director role, Matthew was the prime mover behind three successive years of balance sheet growth and sales to major new customers.

STRENGTHS & SKILLS

STRATEGY & PLANNING	Turns complex business problems and opportunities into simple clear ideas that are actionable.
GOVERNANCE	Thoroughly handles financial management; performance metrics; ethics, values and culture; risk assessment and mitigation.
MARKETING	Deftly positions a company, brand or product for maximum return.
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.

CAREER

Non-Executive Director

BRITANNIA GARMENT PACKAGING

2013–2016 • UK

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

- ▶ 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

2003–CURRENT • UK, EUROPE

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.

- ▶ 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

2001–2003 • EUROPE

Leading data warehouse software provider, based in Silicon Valley.

- ▶ 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

1993–2000 • UK, USA, EUROPE

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.

- ▶ 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.

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

- ▶ Injected new energy into the monthly meeting to increase the engagement of members. 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

The school in my village 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.

BSc Hons, Computer Science

LEICESTER POLYTECHNIC / DE MONTFORT UNIVERSITY

1974–1978

COMMENTS BY CLIENTS & COLLEAGUES

 **TESTIMONIALS**