

## Ben Mitchell

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Resides: Leeds

### Profile

A strategically focused leader with over 20 years' expertise in strategy, product management and performance optimisation. Extensive experience of aligning tactical activity with strategic clarity; articulate; commercially astute; and highly analytic of customer and market trends.

### Key Achievements / Skills

- Delivered information memorandum and supporting investor presentation for a start-up bank going through launch capital raise process.
- Successfully advised start-up bank through the process of banking licence application submission.
- Delivered analysis of market trends in transactional banking and savings across all customer segments, with development of solutions to meet customer needs and optimise liquidity and margins
- Successfully led cross-functional teams to deliver three £multi-billion shifts in balance sheet performance (2009, 2011 and 2017), with c£50m reduction in interest expense in 2017.
- Board level experience within Higher Education and Charity sectors giving a broad perspective on organisational strategic development – 9 years' experience.
- MBA, ACIB and CIMA training (supported by post-qualification CPD) has honed skills in strategic thinking, financial analysis and the development of integrated solutions to organisational problems.

### Career History - Executive

#### **Oakwood Interim Management Limited**

**May 2018 to date**

#### **Consultant to CFO with Allica (start-up bank)**

**June 2018 to August 2019**

- Lead contact in the development of the investor pitch for the launch capital raise (c.£50m), acting in the role of “critical friend” to the senior management team to support articulation of the strategy.
- Articulated the funding strategy for Allica, delivering optimised cost of funds with liquidity value, recognising the changing funding needs of the organisation through the planned period.
- Responsible for design and launch of the savings product set, targeting personal and SME customers, supported by validated planning assumptions and best in class customer experience.
- Responsible for the design of a transactional banking proposition for SME customers, leveraging Open Banking, API technology, and best-in-breed core banking infrastructure.

#### **Key deliverables:**

- Information Memorandum to support launch capital
- ILAAP and RBP supported by detailed product design, funding strategy and contingency funding options.
- Business Case produced for transactional banking proposition.

#### **Clydesdale Bank plc**

**Sep 2005 to Apr 2018**

#### **Head of Savings & Wealth**

**Aug 2015 to Apr 2018**

- Leading a team of Product Managers to own the full product road-map, managing products through their life cycles, to align with strategic ambitions - overseeing a portfolio of c£25bn.
- Optimising performance of the portfolio against tactical targets – cost of retail funds managed to within 5bps of BoE Base Rate whilst supporting growth ambitions of the organisation.
- Direct leadership for product design and pricing, with wider accountability for customer insight, product marketing and processing; products covered: cash savings; insurance distribution; legacy investments and structure savings products.

#### **Key deliverables:**

- Insight driven product development and pricing across a wide range of demographics, including business and personal segments – 1.5m customers; all non-wholesale segments.
- Stable deposit performance through IPO process for CYBG separating from NAG (Feb 2016).
- Launched “best in class” digital savings proposition (Jun 2017) - £1bn deposits within 6 months.
- Delivery of a high profile change agenda with primary accountability for ILAAP and FSCS.

**Senior Product Manager****Oct 2005 to Jul 2015**

- Covered a range of products, including Current Accounts, Savings and Merchant Services, developing a broad base of experience across personal and business customer segments.
- Strategic development of Clydesdale Bank International as a competitive off-shore banking business in Guernsey and managing large-scale supplier relationships, balance growth from £50m to £2.5bn.
- Skills gained: Supplier management; Strategic marketing planning; Delivery focus.

**HSBC plc****Oct 1996 to Sep 2005****Manager, Customer Support (Customer Telephone Services)****Oct 2003 to Sep 2005**

- Responsible for the establishment and operation of a department formed to handle all customer complaints relating to telephony activity of Customer Telephone Services and conduct risk-based audit checks of all call centre activity (both UK and global call centres).
- Led a team of 150 FTE, managing performance, and setting the operational strategy.
- Skills gained: Leading; Coaching; People & Process management; Risk Management.

**Various Management Roles- HSBC Card Processing****Oct 1996 – Sept 2003**

- Responsible for the customer experience of the Card Processing product, to drive income generation.
- Rolled-out Integrated Chip Card to c40k card acceptance machines; £2.5m industry incentive.
- Skills gained: Product marketing; Commercial & Competitor analysis; Project management.

**Career History – Non-Executive*****Governor******Northern School of Contemporary Dance Nov 2016 to date***

- Deputy Chair and Chair of the Finance Committee for a conservatoire-standard tertiary education organisation (part of the Conservatoire for Dance and Drama).
- Actively supporting the board and executive management of the school to redefine the strategy of the organisation in light of the changing funding environment for tertiary education & the arts.

**Key deliverables:**

- Revised and clearly articulated strategic vision for the organisation.
- Supporting the recruitment of a new Chief Executive to lead the strategy implementation.
- Advocating the school as a centre of cultural development as well as premium quality education.
- Development of the management skills in the executive team at the school.

***Non-Executive Director******Wakefield Theatre Royal******Nov 2009 – Oct 2016***

- Chairing the Finance sub-committee of the board to develop a viable operating model for the theatre in the new funding environment, identifying and mitigating risks associated with the options.
- Support for recruitment of Chair of the Board, Managing Director and Finance Director.
- Skills gained: External stakeholder management; Strategic planning from Board perspective.

**Qualifications:**

MA Cantab. (Magdalene College, Cambridge University)	1992-1995
BSc in Financial Services (UMIST)	1997-2000
MBA (Warwick Business School) – with distinction	2002-2005
CIMA / CGMA	2009-2012

**References**

Available upon request