

Dr John Ashcroft PhD BSc(Econ) FRSA CBIM

104 The Edge,
Clowes Street
Manchester
M3 5NB

t 0161 834 3993
m 07595 369363
e jkaonline@me.com
w www.johnashcroftandcompany.com

Experienced Chairman, Chief Executive and Non Executive Director of public, private, family, UK and International businesses. Expert in economics, strategy and financial markets. Experience of corporate governance in a complex board room setting. Outstanding track record in business and academia. Graduate of the London School of Economics, with high level executive training at London Business School and with a PhD in Economics.

Strong leadership and management skills, with outstanding success in developing others over many years. An expert at strategy in the board room with published case studies and guidelines for strategy in the age of digital disruption. Lots of experience in M & A, reorg and reconstruction.

CAREER HISTORY

Chief Executive pro-manchester, October 2009 - September 2018

pro-manchester is the members organisation representing the financial and professional services sector in Greater Manchester. Members include all major banks, accountancy and legal firms. High level of governance required in this complex organisation. I was CEO since October 2009, resigning after nine years in September 2018 as part of an agreed succession plan.

Non Executive Member AGMA Business Leadership Council, July 2011 - 2017

The AGMA BLC is the business advisory group to Combined Authority in Greater Manchester. A broad range of issues including Healthcare, Transport, Infrastructure, the Environment and Housing were brought to the BLC for guidance and advice on CA policy formulation.

Non Executive Director Marketing Manchester October 2010 - September 2014

Marketing Manchester is the organisation owned by the Greater Manchester Combined Authority. Marketing Manchester is responsible for the "Visit Manchester" tourist, conference and business development agenda.

Chief Economist The Greater Manchester Chamber of Commerce 2013 - 2015

I worked with the Chamber of Commerce as Chief Economist in addition to my role as CEO of pro-manchester for a period of two years.

Visiting Professor Manchester Metropolitan University 2010 - 2017

Occasional presentations on strategy, economics and high tech corporate valuations

John Ashcroft and Company Limited from August 2014 ...

Specialist in Economics, strategy and financial markets. Publications include The Saturday Economist, Dimensions of Strategy and Monday Morning Markets. Published case studies include Apple, Lego, Twitter and Yahoo. I have been a regular presenter with BBC Breakfast TV and worked as a speaker and conference host. Consultancy clients include or have included TheCityUK, Duff & Phelps, Brabners LLP.

Dr John Ashcroft PhD BSc(Econ) FRSA CBIM

Career history :

Tube Investments ... 1970 - 1974 ...

Graduating from the London School of Economics in 1970 I joined Tube Investments one of the largest engineering companies in the UK as a Management trainee. I stayed with the company and managers of the company for four years.

Reed Decorative Products 1974 - 1978 ...

I worked within the international division of Crown Decorative Products responsible for a range of European and Australasian markets. I joined as Product Manager, became Marketing Manager and was offered the rôle of Marketing Director before leaving to move to the Coloroll Group in 1978.

Coloroll Group 1978 - 1990 ...

In the Autumn of 1978 I was recruited to join Coloroll Group becoming Deputy Managing Director in 1979. Coloroll was a family owned business with revenues of £6 million the year prior to my arrival.

In 1980 the family made a private placing for 10% of the equity with a consortium led by Flemings. Revenues in the year were £18 million. Profits £2.5 million. The Valuation was £10 million. I became Managing Director.

In 1982 the entire share capital was acquired by an institutional consortium, led by Charterhouse. Institutions included 3is, The Coal Board, British Rail and the Post Office Pension Funds. The valuation was £20 million. Profits in the year were £3.7 million on revenues of £28 million. I became Chief Executive.

In 1985, Coloroll Group PLC became a public company with a valuation of £60 million. Revenues had grown to £60 million with profits of just over £6 million. Within three months of the float, I became Chairman and Chief Executive. I was 37 years of age. We then embarked on an aggressive generic growth and acquisition strategy.

Over the next five years, revenues increased to £600 million with a 10% return on revenue. The share price moved from £1.00 in 1985 to £3.90 over the next three years. Acquisitions included Staffordshire Potteries, Hornby, Fogarty in the UK together with a series of acquisitions in Australia and the USA.

During that time I worked with Warburgs, Samuel Montagu, Goldman Sachs, First Boston, Wasserstein Perella, Bain & Co. and a wide variety of bankers and finance houses.

In 1989, Coloroll was hit by a variety of setbacks including escalating interest rates and market collapse, a result of household income and consumer spending pressures in the UK. I resigned from the company in January of 1990 after almost twelve years with the company.

Over the next fifteen to eighteen years, I completed a five year PhD, walked in the Lake District for four years and played tennis in Spain for six years. I was involved in a number of business acquisitions and disposals over the period. Returning to the UK in 2008 before the approach to join pro-manchester in 2009. I resigned in September 2019 after nine years in post.

Education ...

O and A Levels	Winstanley College	1960- 1967
BSc(Econ)	London School of Economics	1967 - 1970
Exec Development	London Business School	1976
PhD	Manchester Metropolitan University	2000 - 2005