

Alison Digges

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Executive Summary

I have been an incredibly successful senior executive and Non-Executive Director for 20 years and in that time have held and excelled in a raft of SME through to PLC businesses, where my flair for taking an outside/in view and helping drive people, process and profits forward all came to fruition.

With a truly unique skillset which delivers a blend of leadership, team building and process strategy, all wrapped around a key desire to deliver strong, sustainable, and cohesive commercial results, I pride myself on bringing this to great effect for businesses like Datamonitor, who went from start up through to PLC and Charlton Athlete FC who, when entering the Premier League were still very much structured like an SME.

Able to bring my strong commercial and digital marketing expertise to the table, I've worked with both large corporations and start ups, most recently the D2C frozen food delivery business Field Doctor to structure, focus and grow revenue through an SME-Ramp up mindset change.

Also, a key Non-Executive Director for The Restaurant Group, a PLC that has had to equally completely refocus and re-launch itself in the wake of COVID, I have been able to bring that entrepreneurial flare to a PLC business.

I am now looking to leverage my leadership, commercial, marketing and operational mindset in an additional SME who would benefit from such a Non-Executive director on their board.

Key Skills

Leadership

Team Building and Cohesion

Board Level Experience

Commercially Astute

Key Stakeholder Management

SME focus

Strategic Planning

Risk and Compliance

Advisory Portfolio

The Restaurant Group PLC – Non-Executive Director

2020 – Date

The Restaurant Group (TRG for short) are one of the UK's biggest hospitality businesses. We have a diverse portfolio of well-known and much-loved brands, operating approximately 400 dine in restaurants and pubs up and down the country. Our principal trading brands are Wagamama and Frankie & Benny's. The Group also operates Pub restaurants (Brunning & Price) and a Concessions business which trades principally at UK airports.

Key activities include:

- Working with the Audit Committee to refinance the whole business through COVID and carry out a fund raise to ensure the stability and future of the key brands in the portfolio
- Restructured and resized the entire business to ensure it remained fit for the future post COVID and with the cost of living crisis, pivoting some brands, locations, and models so all brands thrive over the coming years and beyond.
- Relunched the employee share plan with the REMCO committee and ensured a full and robust succession plan was in place to ensure stability for the future.

Field Doctor – Key Board Advisor

2020 – Date

We have a simple, but big goal. To create amazing tasting food that feeds your health. We believe in the principle of food as medicine that better health can be achieved through science-led meals.

Key Activities Include:

- Investor and key advisor to Field Doctor, a D2C frozen food start up business, specialising in chronic health conditions.
- Advisor to the board on marketing and overall commercial and growth strategy leveraging my digital and brand marketing background to help deliver exceptional growth since launch in 2020.

Corporate Portfolio

Entain PLC – Various Key Leadership and executive Board Roles

2012 - 2022

- Digital Executive board member since 2016 of a £800m annual net revenue Ladbrokes Coral digital business, responsible as part of the executive team for market leading growth of the gaming brands business, delivering 12-16% annual top line and EBITDA growth over last three years, above all industry benchmarks
- Full control of deployment of £50m+ marketing budget, operating large multinational digital and brand acquisition teams
- As a member of the LCG executive team, involved in executive decision making for the group, setting, and implementing strategic goals to ensure maximum profit growth for shareholders and recommending M&A targets for future profit growth
- In an increasingly challenging and ever-changing gaming regulatory environment, involved in all key regulatory decision making, through participation in the regulatory & compliance steering group
- Responsible for developing the 3/ 5-year strategic plans for the UK digital business
- Spearheaded launch of diversity and inclusion initiative to provide leadership and development programmes to female colleagues with target of 30% of top 100 employees female by 2022.

GTECH – Group VP, Marketing and Operations

2004 - 2011

- Post-acquisition of St Minver Ltd, appointed to lead the Gibraltar operations for GTECH the leading global lottery operator, overseeing a staff of 130 people across marketing, gaming operations, product, Customer management and transaction services
- P& L responsibility for B2B business across all product verticals in the commercial sector with clients including GVC, Betfred, Bet365, Sportingbet and delivering double digit YOY growth

Charlton Athletic FC – Commercial Director

1998 - 2001

- Responsible for all commercial deals for the club during the Premier League period quadrupling commercial revenues through sponsorships/licensing and corporate hospitality
- Sole female representative on the Premier League group commercial executive of 20 Premier League clubs.

Datamonitor PLC – Marketing Director

1994 - 1998

- Joined during the start-up phase of the business and quickly promoted to Marketing Director, overseeing the pharmaceutical sector and a team of 25 internationally
- Datamonitor PLC was eventually sold to Informa PLC for £500m in 2007

Education

BA Hons Degree in French and Politics
