



Matthew Pierce

Managing Director



grow forward
SUSTAINABLE GROWTH FOR YOUR BUSINESS

Within my roles I have managed Digital and Marketing Teams, setting the strategy for engagement to customers. I have focused on digital for over 15 years and initially started with the development of the companies first ecommerce platform, leading on to operate 25 websites serving multiple brands and customer types. This also led to me building a team of Designers, Developers and project managers, with a budget in-excess of £1.5m annually.

Education

Executive MBA Cranfield University
MSC Sustainability Cranfield University

Experience

Sales Manager
Commercial Director
Group Operations Director
Marketing Director

Current

Managing Director

Why did i choose to go into Marketing?

“I started working on the shop floor and enjoyed the interaction between the customer and the firm. It was interesting to see how better interactions could solve their problems. This then started a journey looking at how, what and why customers hired products needed to do a job”.

What do i most like about my role?

“Understanding the market and how to position assets to get the best impact is a great reward, especially when they are successful. Designing campaigns that customers buy into and create attraction is a real source of value for me”.



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SUSTAINABLE GROWTH FOR YOUR BUSINESS

Areas of expertise

Supporting sustainable business growth for SME's in all industries

Key Milestones

28 Years in a business selling B2B and B2C

Increased Company Turnover from £2m - £240m

£60m through B2C and £180m B2B channels.

Digital transformation with online sales at c.£25m

OLI sales at c.£35m.

Managed Marketing Budget - £1.5m

Developed customer base from 0 - 160k

Developed B2C sales from 0 - £180m over a 12 year period.

I have had a wide range of activities throughout my career, ending up in Digital and Marketing. Using these varied roles i have unique understanding of how to apply digital and ecommerce practices to complement the operations, supply chain and development of a business or brand.

I have grown in a company from £2m to £250m, experiencing all of the challenges that it takes to get to this turnover. SME's have a variety of challenges to grow and they are not bound by the same restrictions as larger firms. Often capital and resources are limited, meaning that they cannot always invest or secure the best talent. It is also a long learning curve to get to what looks like success. **grow forward** offers a fast-track way to speed up the growth and learn from an experienced professional.



Introducing sustainability is a key opportunity for businesses to save resources and digital technology offers a way for all to support the challenge.