

# Matthew Goldsbrough

BUSINESS MENTOR | EXECUTIVE COACH | NON-EXECUTIVE DIRECTOR  
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I mentor senior managers and business owners during difficult transitions. I spent twenty-five years in a wide range of roles with software companies, in Europe and the USA, and then fifteen years in my own consulting business.

My story is best understood by what people have said.

*"He's wonderfully adept at turning complex business problems into simple actionable solutions."*

*"Connecting people and organisations is a habit for him, and he's really, really good at it."*

*"A passionate creator of business alliances."*

*"Loyal and supportive business mentor."*

*"Some words I would use? Well... integrity, clarity, creativity, approachability and drive are definitely in there."*

For more comments, go to [www.goldsbrough.biz/testimonials](http://www.goldsbrough.biz/testimonials)

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## **Business Mentor | Executive Coach**

Independent

August 2018 – present

My work in Goldsbrough Consulting Limited evolved into mentoring the owners and senior managers of businesses. I enjoy helping people to navigate through difficult times in their business lives. Seeing how much they can achieve with my support is extremely rewarding.

## **Business Advisor | Marketing Coach | Speaker | Mentor**

Goldsbrough Consulting Limited

October 2003 – July 2018

As a business advisor with a focus on marketing, I helped people and their companies to flourish. Their success came from working alongside them to develop a better business strategy, where the marketing at the centre of the plan was always strategic, powerful and well executed. Please refer to

[www.goldsbrough.biz](http://www.goldsbrough.biz) for examples of projects, case studies, and articles that illustrate my approach.

### **Advisor To The Board**

Aaro Systems AB

September 2016 – June 2018

*AARO is the leading financial consolidation software in the Nordic area.*

My understanding of the Business Intelligence and Financial Consolidation markets led to me being retained to advise AARO on expansion into the UK.

### **Non-Executive Director**

Britannia Garment Packaging

September 2013 – July 2016

*Britannia supplies packaging to the garment industry from an international network of production facilities.*

My Independent Director role focused on developing and implementing business strategy, following a successful consulting engagement on marketing. I coached the CEO and the board as I led the development of a business plan, and steered relationships with new business partners.

### **Chair of Stockport Breakfast Club**

Greater Manchester Chamber

January 2010 - December 2011

I chaired what is probably the best monthly networking event in Greater Manchester, run by Manchester Chamber of Commerce. In my two years in charge, I found great speakers and encouraged membership.

### **European Marketing Director**

Informatica

January 2001 – August 2003

From a UK base, I built and led a multinational marketing team operating across Europe, during Informatica's planned expansion from the Data Warehousing market into the larger Business Intelligence market. We created sales opportunities and more than doubled the amount of positive press coverage and favourable analyst reports. I was proud of our accomplishments and honoured to lead such a strong team.

## **Vice President, Worldwide Alliances**

Norkom Technologies (based in Dublin)

May 2000 – December 2000

For this start-up in the Customer Relationship Analytics (CRM) market, I defined a worldwide channel strategy from scratch and engaged with potential partners to bring them on board.

## **Vice President, Marketing, EMEA**

Hyperion

January 1995 – January 2000

*At the time of its 2007 acquisition by Oracle for \$3.3billion, Hyperion had become the world leader of the financial management and business intelligence markets.*

Back in Europe after my time living in the USA, I built product marketing and competitive analysis teams, and managed a European marketing communications team. We staged all the pan-European customer events. Following the 1998 merger of two competitors, Hyperion Software and Arbor Software, we engineered a positive and cohesive market presence for the enlarged company.

## **Senior Director, Product Management & Product Marketing**

Hyperion (based in Stamford, Connecticut)

January 1993 – December 1994

At the CEO's request, I relocated to the USA, where I guided product strategy for the company's core products. My team and I spent many days alongside salespeople, across the USA and in Europe, evangelising on products with customers, prospects and business partners.

## **Senior Manager, Products & Professional Services**

IMRS (became Hyperion)

December 1988 – December 1992

My mentor in Sema moved me into a small business unit which was beginning to distribute the software of US company IMRS. I was to be 'the safe pair of hands' who would bring structure and growth to the unit. I set up and managed professional services to provide consulting and training, and consistently over-achieved revenue targets. Along with responsibility for all customers, I also managed all contractual, legal and financial affairs. Many of the processes and business methods we invented became the blueprint for the success of other subsidiaries worldwide. By 1992 the business unit we built was dominating the UK market, and was bought out to form the UK subsidiary of IMRS.

## **Business Development Executive**

Sema

July 1987 – November 1988

Working for the divisional senior management group of this software house, I re-engineered management processes, developed a merger and acquisition strategy, and performed due diligence assessment of potential acquisition targets.

## **Senior Manager, Software Development**

CAP Group

July 1978 – June 1987

I rapidly progressed from software engineer to manager of projects. I designed and developed software for a wide variety of commercial clients, and managed complex projects simultaneously. I designed and led the development of communications software for police forces.

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## **Volunteer Business Mentor**

The Prince's Trust

January 2005 – March 2018

*The Prince's Trust helps young people to overcome barriers and get their lives working. Through practical support – including training, mentoring and financial assistance – the charity helps 14-30 year olds realise their potential and transform their lives. The Prince's Trust focuses their efforts on those who've struggled at school, been in care, been in trouble with the law, or are long-term unemployed.*

I was proud to be a volunteer Business Mentor, helping young people to start and grow their own businesses. Eventually, I couldn't devote the time and attention that this wonderful charity deserves.

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## **BSc Hons, Computer Science**

Leicester Polytechnic /De Montfort University

1974 - 1978

My course was very practical and provided a deep understanding of computing fundamentals. I left with a degree and a lifelong interest in Alan Turing – and Leicester in the 70s was a fun city to grow up in.