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**Career highlights**

* **Strategy consulting**: 4 years with PA Consulting Group, for over 20 blue-chip clients in Europe
* **Coca-Cola:** 13 year career in sales, marketing and strategy; most senior British executive, Top 20, 10 years in USA
* **Global Agency Holding Group:** CEO, major sports, music & entertainment marketing and rights agency
* **Private Equity:** CEO partnered with investor Goldman Sachs and significantly out-performed the Investment Case
* **Digital:** CEO for an early stage, disruptive cloud music streaming service rara.com, operating in 33 countries
* **Leadership:** Extensive and versatile Board experience with exposure across B2C and B2B sectors & international markets

**Experience**

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| **Fletcher Building, Laminates & Panels Group** | | **2014 – 2016** |
| *Laminates & Panels is the global leader in the decorative surfaces market within the engineered stone, laminates and solid surface segments. Key brands include, Formica, Laminex and Essastone. £1.2Bn revenue, £80m EBIT, 5000 employees.* | | |
| **Chief Marketing & Strategy Officer** | | London |
| Commercial transformation  Global role  Operating Board  Interim | New role to accelerate growth through leadership and alignment of the sales, marketing, innovation, digital, strategy and design functions and execute with the BU’s - America’s, Asia, Europe, Australia & New Zealand.   * Strategy - developed and agreed with the Board the Growth Strategy & Business Unit 100 Day Plans * Marketing - new product development for a disruptive anti-smear and anti-bacterial property surface * Global Sales - initiated the global accounts model and standardized key account processes * M&A - Premium category disruptor for large format ceramic work-top with on-surface induction cooking * Innovation & R&D - Developed new technology for charging of mobile devices when placed on desk-top * Digital - redeveloped website in Sitecore; evolution of salesforce.com; launched Key Account Planning App * Global commercial processes - establishment of the Global Sales & Marketing Council * Commercial Capabilities - Redesign of European Sales & Marketing; reorganisation of Australia marketing | |

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| **rara.com** | | **2012 – 2013** |
| *A disruptive entrant in the cloud digital music streaming market with a subscription model and over 22m songs on PC/Mac, Mobile, Tablet, Automotive and Consumer Electronics devices across 33 countries. Funded by early stage investors.* | | |
| **Chief Executive Officer** | | London |
| Venture stage  Mobile apps & web music service  Winner “Future 50” tech companies  Permanent | Replacing a founder, hired to lead, refine the MVP, deliver an impactful launch and rapidly scale into a full commercial business across 33 countries, with the building of the team from 5 to 25 people.   * Created the Strategy, Operating Milestones, Financial Plan and professional VC investor documents * Launched rara.com at CES in Las Vegas, with extensive media activity in US, UK and Germany * Redeveloped the Technology Roadmap to prioritise monetization features for acquisition and retention * Market entry strategy, resource prioritization and execution across 33 markets * Secured strategic partnerships with Facebook, BMW, Lenovo, HP, Sonos to drive traffic and conversion * Digital marketing - PPC, Email, Display, Affiliate, Twitter, Facebook - +120% subscribers, +500% social engagement * Won an award from Real Business for "Future 50" technology companies in November 2012 | |

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| **Boxclever** | | **2011 – 2012** |
| *Private equity purchase by Goldman Sachs from Fortress & Cerberus. Market leader for the rental-model for consumer electricals and electronics. £50m sales, £25m profit, 300 employees. Website and phone sales with national field engineering.* | | |
| **Chief Executive Officer** | | Bedford |
| Goldman Sachs owned  Private Equity  Business leadership  Interim | Goldman Sachs hired me as CEO immediately post-deal to drive growth, eliminate operating costs, to out-perform Cashflow targets and develop the C-level team for a succession event over a 12 month period.   * Performed customer segmentation and leveraged consumer purchase behaviour insights * Executed growth initiatives which improved customer retention rate by 5% and LTCV to £8200 * Tight cost management with initiatives in field operations, contact centre and HQ functions * Launched customer satisfaction measurement and corrective action processes to achieve a NPS of 55 * Delivered planned successful succession event for CEO, CFO and COO role transitions * Achieved +23% Operating Cash improvement to 2011 Budget, significantly improving Dividend flow | |

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| **CPA Global** | | **2010 – 2011** |
| *Private equity owned by ICG (now owned by Cinven). Software and services provider to the intellectual property professional. £1bn sales, £80m profit, 1500 employees. Sales team 50. Marketing team 30. Solution sales to law firms and corporations.* | | |
| **Global Sales & Marketing Director** | | Jersey |
| Intermediate Capital owned  Private Equity  Growth acceleration  Interim | Interim assignment to restore growth through forming a newly consolidated and restructured global sales and marketing unit.   * Developed revised go-to-market strategies for USA, Europe, Asia regions to capture growth * Headcount cost reduction of £10m, following a global re-organisation behind new strategy * Developed new Go-to-market strategy and enrolled Regional teams through sales & marketing conferences * Recruited new leadership team of SVP Sales, SVP Sales Europe and VP Marketing Europe * Integrated marketing and sales teams to drive and manage leads through salesforce.com * Delivered +20% revenue improvement to Budget with new account wins and key client retentions | |

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| **Octagon** | | | **2006 – 2009** |
| *Sport, music and entertainment marketing agency, for Vodafone, Samsung, Carlsberg, HSBC, Tesco & NBA. 120 professionals. £25m fees and over £250m in rights managed. Athlete & Personality Agents, Consultancy, Rights Sales, Event Management.* | | | |
| **Chief Executive Officer, Europe & Middle East**  **Managing Director, UK** | | London  London | 2007 - 2009  2006 - 2007 |
| Interpublic Group owned  Restructure & turnaround  Winner of “Agency of the Year” in 2008  Permanent | To return the business to profitability and drive growth through new service propositions, new client wins, business restructure and reorganization.   * Delivered revenue growth of 95% and expanded operating margin from -53% to +15% * Personally sold record highest 2 consultancy assignments to Mobily telecom and A1GP motorsport * Right-sized operating expenses and occupancy costs * Restructured business from 25 entities to more cost-effective 7 operating companies * Opened up offices in Middles East in Dubai UAE and Riyadh Saudi Arabia * Won the prestigious “Agency of the Year 2008” award from Marketing magazine | | |

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| **Coca-Cola Enterprises** | | | **1992 – 2005** |
| *Retail sales, marketing, distribution and manufacturing in USA, Canada, Great Britain, France, Monaco, Benelux and Netherlands. $20bn revenue, $1.6bn profit, 4.3bn cases, 74,000 employees. Top 20 executive. Most senior British national.* | | | |
| **Director**  **Corporate Vice-President, Strategy & Bus. Dev.**  **Vice-President, Corporate Development** | | London  Atlanta, USA  Atlanta, USA | 2004 – 2005  2002 – 2004  2000 – 2002 |
| Global HQ in Atlanta  Top 20 executive  Most senior British national  Growth strategy and execution | Reporting to the Chairman and CEO, leader of the global strategy process, focusing on growth and free-cash generation from revenue management, brand management, performance improvement, process re-engineering, e-commerce and innovation.   * Delivered the Corporate Strategy process which refocused the business on revenue growth engines * Developed an integrated organisational model for national retailer sales and marketing teams * Water category strategic review driving competitiveness through brand portfolio, pricing, and innovation * Developed a strategic partnership with Campbell Soup Company for distribution of V8, V8 Splash and CTJ * Cost reduction initiative to consolidate contact centre environments and field service saving $120m * Developed a JV with a venture-capital (VC) backed disruptive Ice Cream technology, value $500m NPV * Initiated a JV with Nike to develop a disruptive entry into the sports drinks market, value $1bn NPV | | |

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| **Vice-President, Sales & Marketing**  **Director, Key Accounts** | | Boston, USA  Boston, USA | 1998 – 2000  1995 – 1998 |
| Retailer and category management  Return to profitability  Winner of “President’s Award” for volume & profit growth | Responsible for growing revenue, volume, profit, share, preference and customer satisfaction. Account Management, Marketing, Media Buying, Events, Category and Retail Space Management. Marketing budget of $40m. Trade Funds budget of $150m.   * Leveraged category management insights to grow distribution, retail space, promotion allocation and share * Used shopper card insights and marketing activities to drive significant growth in revenue and profits * Developed iKAM - integrated key account management - tool to improve planning and forecast accuracy * Enrolled retailer CEO’s in market shift to revenue management principles which drove profitability * Negotiated customer marketing agreements for improved value and fair share of retailer assets * Improved sales and marketing team performance through new hires, training and coaching * Won the President’s Award for the highest volume and profit growth in USA in 1999 | | |

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| **National Sales Manager** | | London | 1993 – 1994 |
| Establish a new sales-force focused on convenience channels | Built a new sales team from scratch replacing a 3rd party marketing agency to call on the convenience retail channels to deliver greater effectiveness, execution quality and responsiveness.   * Rapid hiring, on-boarding and training of 120 team members for entry-level sales executive roles * Developed and executed training and development programmes, including work/study London University degree programme | | |

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| **Service Development Manager** | | London | 1992 – 1993 |
| Board-level change-management  “Number 1 in service” rating by The Grocer magazine | Joined the business to replace the project leader of the “Service-a-Strength” strategic initiative focused on adding service excellence to the brands. Reporting to Board-level cross-functional steering group.   * Performed trade research to benchmark and build insights to inform and highlight issues and opportunities * Developed customer partnerships with Tesco, Sainsbury, Scottish & Newcastle and Liquid Assets * Improved daily “on time in full” performance to 92-95% * Published monthly balanced scorecard report for Board review * Working with L&D team, developed “problem-solving” skills programme for functional teams | | |

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| **PA Consulting Group** | | | **1992 – 2005** |
| *Global management consulting and technology firm, with offices based in all major markets. $300m revenue, $10m profit, 2,500 professionals. Professional services; C-level projects for major corporations; owned by employees & The Carlyle Group* | | | |
| **Senior Strategy Consultant**  **Strategy Consultant** | | London  London | 1990 – 1992  1988 – 1990 |
| London HQ based  Broad sector exposure  Strategy | Strategic consulting servicesin Europe and Scandinavia for over 20 blue-chip clients reporting in at Board-level including; business-unit and marketing strategy, operating performance improvement, cost reduction, sales-force effectiveness and product development.   * Prudential - strategy to enter the “direct-writing” general insurance market * Fisons Pharmaceuticals - asthma related therapy new product development strategy * Westland Helicopters - review of the market for industrial electricity meters * ASDA - restructuring and cost effectiveness of HQ operations | | |

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| **General Electric Company** | | | **1985 – 1988** |
| *Turbine Generators unit is the technology company operating globally in the energy sector. $300m revenue, $30m operating profit, 4,000 employees. Large-scale manufacturing; B2B.* | | | |
| **Strategy, Commercial and Manufacturing operations** | | Stafford | 1985 – 1988 |
| University “Milk-round” recruitment  Extensive training & development | Rotational assignments across a number of business functions in line roles.   * Production Controller, Machine Shop - leader of productivity and efficiency initiatives * Commercial Controller - developed new revenue streams from services business * Strategic Planning Manager - working for the GM on strategic issues & opportunities | | |

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| **Private Equity** | | **2006 - ongoing** |
| *Working with several Private Equity funds on Advisory, Value creation and Due Diligence during deal processes.* | | |
| Private equity deal process & advice | • **Mid Ocean Partners** - competitive auction for IsoStar sports drinks, succeeded in process to final 2 firms  • **Living Bridge** - advisory on a variety of opportunities in sports, soft drinks and leisure sectors  • **Investcorp** - pre-auction phase evaluation of a large scale European sports marketing firm | |

**Education & Training**

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| **Harvard Business School** | President’s Leadership Programme | 2009 |
| **Aston Business School** | MBA. General Electric Company sponsored. | 1985 – 1989 |
| **University of Southampton** | BSc. (Hons.) Mechanical Engineering | 1982 – 1985 |
| **Dunchurch Management College** | Leadership & General Management programmes | 1986 - 1988 |
| **Sundridge Park Management College** | Consulting skills, Business strategy, Team leadership | 1988 - 1992 |