



Matt's career has been spent creating and scaling businesses in the sports and entertainment arena, as well as actively engaging in the wider sports industry to drive productive change.

Having begun his career at a Bain / McKinsey spin-out consultancy, Matt subsequently led international P&Ls at iconic brands MTV and NBA before running a growing management consultancy.

In 2011 Matt co-founded Two Circles in 2011, leading the business as Chief Executive until 2016, through acquisition by WPP and thereafter as Executive Chairman. During that period the business grew to just under 200 people servicing over 100 clients, including the 6 biggest sports rights holders in the world by revenue. Two Circles were voted in the top 3 for leadership in the Sunday Times Best Companies to Work for, and twice UK Sports Agency of the Year.

Bruin Sports Capital purchased the business from WPP in March 2020. Matt stepped down as Executive Chairman at that point, however continues to support the Two Circles team as their journey continues.

Matt now spends the majority of his time focused on Board advisory work, principally through Non-Executive Director commitments including for the English Institute of Sport - which provides sports science, technology, medicine and engineering to Team GB Olympic and Paralympic teams. He is also a Strategic Advisor for SportsPro Media Group and Trustee of Halton Sports Village.

Matt is a regular speaker around the evolution of the business of sport, and the implications of that evolution on wider industry. Matt also regularly shares his learnings as a business leader in a fast growth environment, recognising that sport is an industry of general interest.

Matt co-authored '*Britain and the Olympic Games: Past Present Legacy*' with his Dad Martin, which positively reviewed by media as wide as the International Olympic Committee's own 'Olympic Review' and BBC Sport. He has also been published by Harvard Business Review, most recently in 2018 within '*Top 10 Reads on Sport and Leadership*' where he is very proud to sit alongside Sir Alex Ferguson and Andre Agassi.

Sadly that is the closest Matt has come to an elite performance in either of his preferred sports, however he does still try to play football in the Hellenic Vets League and ITF Vets Tour tennis when he is not providing cricket and hockey taxi services to his two children, a role he loves and shares with his wife Claire.