Matt's career has been spent creating and scaling businesses in the sports and entertainment arena, as well as actively engaging with 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, chairing the WPP subsidiary Board. During that period the business grew to just over 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 three times Sports Agency of the Year. Matt stepped down as Executive Chairman on sale of the business from WPP to Bruin Capital in 2020.

Matt now advises senior leaders of some of Britain's biggest businesses in sport. He is a Non-Executive Director of Racecourse Media Group (the holding company for a range of media rights management businesses involving some of Britain and Ireland's leading racecourses) and Built for Athletes (a River Capital-funded sports equipment business).

Matt has recently advised Leadership Teams at McLaren Racing, adidas, the Football Association and a global private equity fund. He sits on UK Sport's Major Events Panel, which makes recommendations on National Lottery awards and related policy matters for the hosting of the World Class Sporting Events in the UK. He also served for seven years as a Non-Executive Director of the UK Sports Institute.

In 2022, Matt authored *'All to Play For'* (Penguin), shortlisted for the Sunday Times Sports Book of the Year. He also co-authored *'Britain and the Olympic Games: Past Present Legacy'* with his Dad Martin in 2011. He has also been published by Harvard Business Review, most recently in 2018 within *'Top 10 Reads on Sport and Leadership'* where his work sits alongside that of Sir Alex Ferguson and Andre Agassi.

Sadly, this proximity is the closest Matt has come to an elite performance in football or tennis, his own preferred sports. However, he does still try to play ITF Vets Tour tennis and squeeze in the occasional Hyrox when he is not pitch-side watching his kids play cricket and hockey, a role he loves and shares with his wife Claire.

Matt and Claire are also active supporters of the charity Stormbreak - building resilience, happiness and coping skills in primary age children through the power of exercise – and Ruth Strauss Foundation - providing emotional, psychological and wellbeing support to patients and families approaching bereavement.