KRIS MATT

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**EXECUTIVE PROFILE**

A results-driven and strategic leader with a proven track record of delivering significant value for international businesses through the design and execution of innovative commercial solutions. Combining academic excellence with extensive practical experience, I have driven organizational success across diverse management functions, including financial modelling, strategy, business development, project management, client relations, R&D, and cultural change management. As a catalyst for business transformation, I am skilled at leading change initiatives, fostering high-performance teams, and engaging stakeholders at all levels to achieve business objectives.

**KEY SKILLS**

* **Strategic Development:** Expertise in creating and executing solutions to align with corporate goals, driving operational efficiency, and generating bottom-line improvements. Experienced in business planning and financial modelling.
* **Commercial Acumen:** Strong ability to identify new market opportunities, develop growth strategies, and implement entrepreneurial solutions tailored to customer needs. Proficient in market and competitor analysis.
* **Financial Expertise:** Extensive experience in feasibility studies, investment appraisals, profit and loss management, and financial modelling to optimize shareholder value.
* **Operational Leadership:** Proven ability to drive culture change, streamline operations, and implement cost-saving initiatives using methodologies like Kaizen and lean improvement.
* **People Leadership:** Effective in leading organizational change, improving workforce engagement, and increasing productivity through motivational leadership and targeted morale-building strategies.
* **International Experience:** Successful in managing operations across diverse cultural environments, including leading board-level relationships for multiple international joint ventures.
* **Project Management:** Expertise in delivering large-scale projects on time and within budget, managing multiple stakeholders and subcontractors to achieve organizational goals.

**PROFESSIONAL EXPERIENCE**

**2023 – Jan 2025**  
**Franchise Brands** – CEO, Pirtek Europe  
Leading a £20m EBITDA business across 8 European countries for an AIM-listed entity. Responsible for overall strategy, P&L management, and growth initiatives.

* Spearheading business transformation and profitability optimization in a competitive European market.
* Driving initiatives that enhance the value proposition to customers and franchisees, leveraging operational efficiencies and market expansion.

**2017 – 2023**  
**Pirtek Europe** – Managing Director, UK & Ireland  
Led the turnaround of the UK and Irish business, driving growth and profitability for a PE-backed franchise network. Oversaw P&L for the business and worked closely with franchisees to rebuild the network and improve operations.

* Delivered a successful turnaround strategy that resulted in over 50% of the group’s EBITDA, enabling a successful PE exit with a 4X return on investment.
* Negotiated and implemented new commercial arrangements with franchisees, generating immediate growth and laying the foundation for long-term value creation.
* Introduced ‘growth drivers’ that significantly boosted franchisee sales through improved engagement, customer contact strategies, and channel development.
* Navigated the business through the COVID-19 lockdown, driving a 2.5X ROI and doubling EBITDA despite challenging market conditions.

**2014 – 2017**  
**Brammer Group** – Managing Director, Europe & Middle East  
Led a $60M regional business, overseeing procurement services and value-added distribution for major industrial clients.

* Revitalized a mature business with a 24% revenue growth in 2015 through innovative growth drivers and a customer-focused approach.
* Spearheaded a profit improvement program that delivered a 120bps increase in gross margins and a 700bps improvement in contribution margin.
* Achieved 13.1% savings for clients through cost-reduction initiatives, while enhancing business profitability and client relationships.

**2013 – 2014**  
**Harsco Metals & Minerals** – VP, Business Development  
Responsible for strategy development, portfolio management, and new product innovation within a $1.5bn global industrial solution provider.

* Refined divisional strategy to optimize resource allocation, enhancing business development focus on profitable markets and sectors.
* Led the successful launch of a new agricultural products brand in the US, generating annual revenues of $20M.

**2008 – 2012**  
**Harsco Metals** (UAE) – Regional Managing Director, ME & Africa  
Managed a rapidly growing $100M business unit in the Middle East and Africa, delivering industrial services and products to the mining and metals sectors.

* Negotiated and implemented multi-million-dollar service contracts across multiple countries, driving new business and operational success.
* Successfully integrated Kaizen practices across diverse cultural environments, leading to cost reductions and enhanced customer satisfaction.

**2007 – 2008**  
**MultiServ Group Plc** (UK) – Director, Business Development  
Led business development efforts to capitalize on changes in legislation, technology, and market consolidation in the metals and mining sectors.

**2003 – 2007**  
**MetServ Pty Ltd** (Australia) – General Manager & Director

**1997 – 2003**  
**Heckett MultiServ Plc** (UK) – Steel Services Development Manager

**1992 – 1997**  
**British Steel** (UK) – Technical Development Engineer

**EDUCATION**

* **MBA (Executive)**, London Business School, 2002
* **EngD** (Engineering Doctorate), University of Wales, Swansea, 1996
* **BEng (Hons)**, University of Wales, Swansea, 1992

**PROFESSIONAL DEVELOPMENT**

* **LeanSigma Champion Training**, TBM
* **EVA Training**, Stern Stewart
* **MBA Electives**: Advanced Corporate Finance I & II, International Finance, Mergers, MBOs & Corporate Reorganisations, Modelling for Shareholder Value, Managing Corporate Turnarounds, World Economy

**PROFESSIONAL AFFILIATIONS**

* Member, Institute of Mining, Materials and Metallurgy
* Chartered Engineer

**PERSONAL DETAILS**

* **Date of Birth:** 12 January 1970
* **Status:** Married, one child
* **Citizenship:** UK
* **Interests:** A passionate cyclist with a love for traveling and exploring diverse cultures, especially through cuisine. An avid reader of non-fiction books.