



## CONTACT

- +353 87 94 30 328
- alan@mayweatherltd.com
- Meath | Ireland

## EDUCATION

### Harvard University

Harvard Law School, Executive Education PON Global (Program on Negotiation) – 2018

### Dublin Institute of Technology

CPD Diploma, Print & Digital Media Tech Management – 2011–2013

### Print Media Apprenticeship

2006–2010

## KEY SKILLS

- Strategic Leadership & Negotiation
- B2B Sales & Client Management
- M&A & Private Equity

# ALAN CLARKE

BUILDING REVENUE, RELATIONSHIPS & REPUTATION  
IN GLOBAL PARTNERSHIPS & STRATEGIC GROWTH

## PROFESSIONAL SUMMARY

Seasoned commercial leader with over 15 years' experience driving sales, negotiating strategic contracts, and leading high-impact operations and strategies in print media, manufacturing, and private equity. Proven track record of growing revenues from €500k to €9M+, leading international teams, and executing successful M&A strategies. Founder of Mayweather Ltd and experienced in organizing large-scale leadership events with high profile guest speakers through Mayweather's brand inXtremis.

## PROFESSIONAL EXPERIENCE

### inXtremis

Founder – (Jun 2022 – Present)

- Founded and manage a leadership and motivation event company inXtremis. Planning and organizing events throughout EMEA. Organized events in Dublin, Dubai, and France with audiences of over 2,000 people featuring high-profile speakers such as David Goggins for the inaugural event and well-known Irish sports personalities for high-end luxury galas and motivational events from Paris to the UAE. Continuously measured and analyzed the impact of marketing efforts, adapting strategies to ensure alignment with business goals.

### Mayweather Ltd

Founder | CEO – (Jun 2021 – Present)

- Founded a private equity firm post-Colorman exit, focusing on strategic investments in startups and established businesses meeting certain criteria seeking growth. Crafted adaptable and efficient solutions that generated commercial value. Skilled in relationship-building, negotiations, and identifying and developing opportunities leading to long-term value.

### Colorman (Ireland) Limited

Commercial Director – (Jun 2017 – Jun 2021)

- Led pricing strategy, contract negotiations, and budgeting as a board member. Spearheaded expansion by successfully adding new Fortune 500 clients like Google, increasing personal sales to €9M annually. Visited U.S. clients bi-monthly to enhance service. Identified cost-saving opportunities via lean manufacturing and Six Sigma. Developed smart KPI solutions that aligned production with

- Pricing Strategy & Budgeting
- Event Planning & Public Speaking
- Manufacturing & Print Technology
- Lean Manufacturing
- Project Management

Developed smart kit solutions that aligned production with commercial strategy. Colorman achieved €7M EBITDA on €30M turnover. Team member in negotiating the successful sale of Colorman at a 7× EBITDA multiple—well above the industry norm of 4–5×.

### Colorman (Ireland) Limited

Overseas Sales Manager - (Mar 2012 – Jun 2021)

- Expanded client accounts in the medical, pharmaceutical, and IT sectors, resulting in annual sales growth from €500K to €9M. Spearheaded new opportunities in personalized gift card solutions by recognizing client needs through strong relationships.

### Colorman (Ireland) Limited

Print Media Technician - (2006 – Jan 2011)

- Completed technical apprenticeship in print media. Gained deep expertise in print and packaging production and manufacturing processes.