

Matthew Mogan

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STRATEGY, OPERATIONS, AND PRODUCT PROFESSIONAL

Results-driven leader with a proven track record of leading high-stakes strategic initiatives, driving team performance, and enhancing operational efficiencies in the technology sector. Combines analytical rigor, commercial acumen, and technical expertise, with a passion for building outstanding teams, products, and processes.

Over 10 years of experience across both small and enterprise scale companies (10 to 1000+ employees). Thrives in fast paced environments, particularly those that are scaling rapidly and launching new products and markets

AREAS OF EXPERTISE

- Commercial Strategy
- Go-to-Market Operations
- Financial Planning & Analysis
- Process Optimisation & Implementation
- Product Management
- Team Leadership
- Cross-Functional Coordination
- Programme Management

PROFESSIONAL EXPERIENCE

DELIVEROO, London, UK

2022-2025

SENIOR PROGRAMME MANAGER

Led global strategic initiatives for the On-Demand Grocery team (£Xb GMV), delivering measurable business outcomes and managing cross-functional teams including commercial, product, legal, policy, and go-to-market

- **Drove global rollout of Order Picker App** to grocery partners, achieving 60% order volume adoption within 6 months, reducing pick time by 20%, and lowering partner order rejections from 5% to 4%. Developed roadmap of key hardware and software product features, taking input from 15 account managers and UK grocery pickers. Established process for commercial teams to order custom-built Order Picker tablets for high-value partners
- **Led migration of 14 key grocery partners to new menu API**, achieving VP-level adoption goal of 90% of global grocery GMV in 6 months. New API increased customer conversion by 1.5x and grocery GMV by 7%. Drove first successful partner migration by working directly with Deliveroo's largest grocery partner (\$X00M GMV), while creating scalable processes used to onboard 13 other partners globally. Nominated for outstanding service award
- **Developed and implemented new restricted item sales policies** with legal, policy, and engineering teams, ensuring compliance and safety across all product categories. Established enforcement processes for item removals, by launching bi-weekly platform-wide menu sweeps with dedicated review team. Designed and tested AI-powered enforcement model with Deliveroo's ML team, which flagged items with 95% accuracy and cut manual reviews by 88%
- **Built and launched dedicated sales team for Grocery SMB partners**, securing resources, designing training, and expanding support for unmanaged grocers. Established Manchester-based team of 2 SDRs and 1 onboarding agent

COMMERCIAL STRATEGY MANAGER

Core member of 4-person leadership team running SMB Restaurant group (£Xb GMV). Led strategy and operations for 100+ person team across sales, account management, and customer care.

- **Overhauled SMB Account Management operations** by shifting from ad-hoc calls to structured portfolio model (300 restaurants per UK AM), driving +5% incremental revenue in managed accounts. Built territory management tools for AMs and programme-level reporting for senior Deliveroo stakeholders
- **Served as Interim Head of Account Management** (2H '22) leading team of 12 AMs. Held biweekly 1:1s, tracked performance of direct reports, and successfully sponsored 3 promotions. Reduced AM churn from 30% to 10% quarter on quarter by fostering a mission-driven culture, publicly recognizing top performers, and creating new bonus scheme that emphasized growing account revenue over call volume
- **Designed and built dynamic Looker dashboards** to streamline SMB group's weekly and monthly business reviews. Led group performance reviews with Deliveroo directors, VPs, and Chief Business Officer

ERNST YOUNG-PARTHENON, London, UK

2015-2022

ENGAGEMENT MANAGER

Led 30+ private equity due diligence and strategy projects across Europe and US, managing two teams (8-12 consultants/analysts). Specialized in tech and telecom, with a focus on cloud infrastructure

- **Launched CMA Strategy Consulting's London office** (acquired by EY-P in 2022) during COVID-19 pandemic, hiring and training all new staff from analyst to engagement manager (post-MBA level). Grew office from 1 to 8 full time employees over 6 months

Sample Projects:

- **Developed go-to-market plan** for data centre provider expanding into hyperscale, analysing internet traffic exchange data, macro factors, and telecom infrastructure to forecast demand. Recommendations led the client to launch in a new South American market and execute the expansion strategy
- **Created bidding strategy** for major U.S. internet provider in federal broadband subsidy programme, securing \$370M in funding to deploy fibre to 130K homes at a 25% IRR. Custom-built financial model for subsidy auction, optimizing bidding strategy across rounds and geographies. Led collaboration between consulting team and clients' engineers, lawyers, and executives. Provided daily auction updates to the C-Suite and Board, executing real-time tactical pivots from the Chairman into the bidding schedule

Previous Roles: Analyst, Senior Analyst, Consultant. Based in Boston, USA

CAMBRIDGE ASSOCIATES, Boston, USA

2013-2015

QUANTITATIVE RESEARCH ASSOCIATE

Built investment cases for consultancy advising institutional investors on asset allocation and risk management

- **Developed quantitative investment models** for institutional clients. Designed a Monte Carlo spending model for a university with a \$XXB endowment, optimizing financial planning and risk assessment

EDUCATION

BROWN UNIVERSITY, Providence, USA

2009-2013

Bachelor of Science in Applied Mathematics-Economics: GPA - 3.7/4.0

Select Coursework: Scientific Computing, Monte Carlo Simulation, Object-Oriented Programming, Financial Accounting, Corporate Finance, Investments I & II, Econometrics, Principles of Economics

ADDITIONAL INFORMATION

Technical Skills: HTML, CSS, JavaScript, React, SQL, Visual Basic, GIS, Looker, Salesforce, Microsoft Office

Interests: Triathlon, American football, cooking, guitar, learning Greek (Ελληνικά)