

MATTHEW G. JOHNSTON, PhD

Strategic, results-driven executive with a track record of leading large-scale digital transformation and technology infrastructure, focussed on the customer, specialised in retail and marketing. I use data to make a tangible impact on the company and our customers.

COMPETENCIES

Technology Leadership & Strategy	<ul style="list-style-type: none">- Senior technology executive with P&L oversight of a PE-backed 100-store retail chain<ul style="list-style-type: none">· Led the rollout of a <u>new sales channel</u> (last mile) across the estate, managing marketing, price, fulfilment and technology – adding 2% LFL revenue within 6 weeks of launch· Designed and integrated a new loyalty and rewards programme with a 90% tech cost reduction and 25% increase in customer participation- Sainsbury's Future Leader; won Sainsbury's employee of the year; DataIQ 2024 <u>Future Leader</u>
Impactful Data & AI Implementation	<ul style="list-style-type: none">- Rapidly promoted to head Sainsbury's marketing data science, with a budget >£100m a year, because I:<ul style="list-style-type: none">· Delivered £10m of sales in my first month, turning around an inherited 2-year project· Tripled the ROAS of Argos' advertising spend on Meta· Launched AI recommendations online; a key driver of Sainsbury's growth in their <u>quarterly results</u>- Combined LLMs and ML to accurately, cheaply and 'humanly' describe end-to-end customer journeys
Stakeholder Management & Collaboration	<ul style="list-style-type: none">- Prioritise, lead and deliver cross-functional systems from removing legacy ERPs to adding in new stock management tools- Champion data across the business to change ways of working to be data-led: white-space store growth modelling with property and price change/volume modelling with commercial- Work with finance and marketing stakeholders to optimise the spend of a multimillion budget
Communication	<ul style="list-style-type: none">- Write succinct reports, presentations and pitch decks for board meetings and PE investors- Published technical, academic and lay articles (https://matthew-johnston.com/publications/)
Coding and Systems Integration (React, NodeJS, Python, Github, Airflow, AWS)	<ul style="list-style-type: none">- Design and code data warehouses and robust integrations across business systems using Airflow, Python and AWS migrating from SSIS SQL, for all data from source to end systems- Develop microservices on AWS using NodeJS, Postgres and Terraform to handle millions of customers and transactions; e.g. a new payment handling system for all of Jollyes: reducing failed payments 99%; designed and deployed within 6 weeks- Full-stack developer for British Biology Olympiad written in React, NodeJS and PostgreSQL. Built a bespoke exam application for >100k students, with in-depth live reporting on results

EXPERIENCE

Sep 2024 – Present	Chief Technology Officer, <i>Jollyes, TDR Portfolio Company</i>
Aug 2023 – Sep 2024	Head of Data Science (Marketing), <i>Sainsbury's</i>
May 2022 – Aug 2023	Data Science Manager, <i>Sainsbury's</i>
Jul 2021 – Apr 2022	Senior Data Consultant, <i>Artefact</i>
Oct 2016 – Jan 2021	Biology and Statistics PhD, <u>Composition of and interactions at plasmodesmata</u> , <i>John Innes Centre</i>
Oct 2013 – Jul 2016	Class I, Natural Sciences, BA, <i>Christ's College, University of Cambridge</i> Rosabel Spencer-Thomas Prize in Natural Sciences (2016) Christ's College Sporting Award (2016)