



Martyn Dawes is a highly accomplished and experienced mentor over the last 15 years to CEO's/c-suite and Founders of high growth privately owned and PE backed businesses, large family businesses and divisions of FTSE50 organisations.

He has worked across a range of sectors including telecoms, EV infrastructure, food and beverage, retail, professional services, fintech, femtech, recruitment and financial services and spanning B2B, B2C and B2B2C.

Martyn's areas of expertise include working with boards and CEO's to develop and execute breakthrough business strategic development including corporate visioning, business model development, category design, building high performance boards and leadership teams and helping them deliver on their vision and strategic goals.

As a mentor he has helped numerous business leaders scale revenues, profitability and valuations exponentially.

He is highly experienced at supporting leaders in navigating the journey of scaling their business, maintain market leading status, successfully manage shareholder relationships and simultaneously navigate the personal journey, recognizing the many challenges leaders face in managing the overlap between business and personal lives.

He has also supported CEO's of divisions of large corporate organisations to create new businesses with a distinct market positioning, challenge historical corporate and cultural norms, launch and achieve ahead of plan performance.

Martyn is an award winning entrepreneur. He is Founder and was CEO for 12 years of Coffee Nation, one of the UK's most successful consumer products businesses of the last 25 years, bringing premium quality takeaway coffee to the convenience retail sector across the country. With full strategic and P&L responsibility under his leadership the company was ranked as one of the fastest growing UK companies on multiple occasions. Having grown the business to 600 locations in the UK and Europe, he secured a 4x return for the company's PE investors. The company was subsequently acquired by Whitbread, re-branded Costa Express and now operates from some 12000 locations. By the time of the sale that Martyn led the company had served over 100 million customers and remained undisputed category leader.

He is also an experienced Chair, establishing a high-performance culture through building a highly effective board all enabled by a clarity of purpose, vision and values.

He is a successful business author, has also been featured in many business & entrepreneurship titles, invited to contribute to scale-up reports and been a judge of national business awards. He is an accomplished keynote speaker having addressed audiences across the UK & Europe on building high growth organisations.

Martyn is an EY Entrepreneur of the Year Award Winner and has won numerous business awards for innovation, leadership and entrepreneurial passion.

Martyn was invited to join the prestigious Young Presidents Organisation, the largest peer-peer community of Chief Executives in the world, prior to the sale of Coffee Nation and has completed Presidents programmes at Harvard and London Business School. He has held numerous roles in London including Education Officer and Chapter Chair.

He is passionate about authenticity in leadership and has spoken on numerous occasions about the importance of workplace diversity empowering others to be all of themselves, using his story of being a bisexual man in the business world.

Outside of business Martyn is a passionate and accomplished private pilot qualified to a high level and holding US and UK licenses, has flown across the Atlantic and to over 120 European airports. He has studied extensively how human performance and leadership on the flight deck correlates with business leadership.

He lives in London.