Matt Quinn

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WORK EXPERIENCE

Grilla, Los Angeles — *Head of Growth & Finance*

Grilla is a technology startup replacing traditional videography agencies

February 2019 - PRESENT

Proven ability to multi-task as shown by managing operational, financial and growth functions. This involved building each function from scratch and creating and implementing the strategy for each area to gain required scale within time and capital restraints.

- Lead a distributed cross-functional team of 10 across 4 geographies to operationalise and execute Grilla strategy
- Set up growth experimentation process and ran 9 channel tests in 3 months to hit a Cost Per Lead of $9 (90% lower than the industry average) and a KPI of 50 leads per week
- Implemented process mapping and KPIs to ensure a function funnel and clean data to inform ongoing product and growth decisions
- Acquired Annual Recurring Revenue of $360,000 within the first 3 months with an overall acquisition cost of $10,000 (15 clients)
- Managed all budgeting, unit economic KPIs, invoicing and accounting

Freelance Startup Consultant, London

Consulting on business, product and operational strategy

November 2018 - PRESENT

- Fitness media client: Led business model transformation by executing experiments focussing on 3 different revenue models within a 3 month period, the concluding advice was to cut costs, grow traffic and revisit later
- Emergency management technology: Organization redesign during a product pivot which led to a 50% reduction in headcount, and an effective operating model in line with product roadmap
- Fitness subscription box: Market research and analysis on channel mix and customer personas, ultimately advised the client to refocus the product as target segment was too broad
- M&A advisory business: Research to identify M&A targets in line with a large international transaction. Advised the purchase of 3 businesses.

ABOUT ME

I am determined to learn, experience and master the best business practices that shape our world. I seek out challenges and leadership opportunities in everything I do to strive for a meaningful impact on my environment.

EDUCATION & QUALIFICATIONS

Institute of Chartered Accountants England & Wales — ***Chartered Accountant ACA***
September 2011 - September 2014

- Qualification gained after 450 days of financial accounting and advisory practice along with 15 exams that covered business strategy through to corporate finance.

University of Southampton — ***Civil Engineering BEng Hons***
October 2007 - June 2011

- Dissertation titled: Corporate Social Responsibilities of Global Companies
- Degree sponsored by engineering firm Laing O'Rourke, where I managed an engineering project and team (of up to 20) during the summers.

SKILLS

- Analytical Reasoning
- Financial Analysis
- Leadership & Crucial Conversations
- Problem Solving
- Strategy

Flex, London & Boulder — *COO & Co-Founder*

Flex is a gamified bodyweight fitness platform

May 2016 - January 2019

Co-founded a fitness technology startup where my role encompassed everything non-technical. This included being accepted onto the Techstars Accelerator program.

- Managed the core product by co-ordinating the design and engineering teams in line with user Jobs To Be Done
- Created Flex's go to market strategy and acquired 15,000 users at an average $2 per install (20% of industry average)
- Built and continuously improved the operational and financial models which allowed us to pivot the product several times
- Led a cross-functional growth team to work improve acquisition, retention, and reengagement of pre existing users
- Tracked funnel metrics to ensure data driven decisions in marketing and product.
- Implemented agile sprints, OKRs and a lean operational cadence to ensure rapid iteration and forward progress

Sauce Apps, London — *COO & Co-Founder*

Sauce Apps was an ecommerce analytics platform

January 2015 - May 2016

- Lead the acquisition of Sauce by BVAccel which included preparing a sales pack, finding a buyer and managing the handover
- Set up and solely managed the finance functions of the business; created and maintained budgets, cash flow projections as well as investor presentations
- Self taught inbound marketing and created in inbound marketing strategy with ebooks, blog posts and digital assets

PwC, Bristol — *Senior Associate*

September 2011 - December 2014

- Completed audits on 30+ clients spanning engineering to financial services producing financial statements in accordance with IFRS and UK GAAP
- Led audit engagements, managing a team of five people adhering to strict deadlines
- Reported audit findings (including tax fraud) to client exec audit committees and the audit engagement team through formal clearance meetings and reports
- Performed detailed strategic analysis of client businesses, including obtaining an understanding of how they manage their strategic risks

COURSES

Brand Management: Aligning Business, Brand and Behaviour, LBS (Coursera), 2018

Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship, University Of Maryland (Coursera), 2014

Foundations of Business Strategy, University of Virginia (Coursera), 2013

New Models of Business in Society, University of Virginia (Coursera), 2013

OTHER EXPERIENCE

Host of The First 1000 podcast

- I interview successful founders to share early stage product and marketing strategy help for startups

Mentoring

- Mentored senior partners at PwC on social media marketing and personal brandings
- Mentored startup founders on conflict resolution and co-founder conversations

INTERESTS

- Ultra-distance cycling
- Hiking
- Exercising
- Reading
- Self improvement
- Languages (German, French & Cantonese)