

MARTIN SHERWOOD

NON-EXECUTIVE DIRECTOR

CONTACT

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PROFILE

A driven and highly experienced Non-Executive Director/Chairman with over 30 years of board leadership experience and expertise across a broad range of sectors, including Financial Services, Leisure & Hospitality and Healthcare. Recognised for ability to supervise the progress of a business, encourage and assist executive board members, and facilitate excellent corporate governance in every aspect. Adds value as a non-executive director on small company boards, helping them transition to the next level of expansion. Prefers small boards, made up of three or four people who share a single vision but bring different skills to the table and each have clearly defined responsibilities and a high degree of commitment.

EDUCATION

BA in Modern Languages
New College, University of Oxford

AREAS OF EXPERTISE

- Leadership & Strategic Planning
- Financial Growth & Cost Reduction
- Change and Transformation

QUALIFICATIONS

- Graduate
- FCA Authorised
- CISI Member

CAREER HISTORY

<i>Dates</i>	<i>Employer</i>	<i>Position</i>
2019 - Present	PushFar	Chairman
	Business mentoring start-up, enabling mentees and mentors to connect free of charge, whilst offering employers a low cost solution to mentoring as an employee benefit.	
	Guide and assist young CEO with decision-making, and the technical aspects of setting up and running a young business.	
2018 - Present	Help Me Stop	Non-executive Director
	Pioneering "Dayhab" addiction treatment in the UK through Face to Face and Online therapy, proven in the US as equally effective as residential but at a fraction of the cost.	
	Leading the fund-raising and investor relations programmes.	
2018 - Present	Kin Capital	Senior Development Director
	Fund raising, fund management and fund services for the tax-efficient market, including EIS, BR, VCT and SEIS.	
	Engineered merger of Enterprise Investment Partners and Kin Capital, currently on an earn-out, providing a broad range of fund-raising and investment management services.	
2012 - Present	Halcyon Hotels & Resorts plc	Chairman
	Having sold its interest in Luxury Family Hotels, business now focused on re-branding and re-marketing a single hotel on the Lizard.	
	Work closely with the executive board on the re-financing, financial control and shareholder relations.	
1988 - Present	EIS Association	Co-Founder & Director
	Founder over 25 years ago of EIS industry trade association, set up to promote and protect the EIS and lobby Government, Treasury and HMRC.	
	A key board member over three decades, having recruited all the CEOs and Chairs and responsible for building up and maintaining membership.	
2011 - 2018	Enterprise Investment Partners	Co-Founder & Partner
	Equity fund-raising and fund management for EIS qualifying companies, investing alongside investors via a three stage process – Raise, Manage and Exit.	
	On leaving Smith & Williamson, established and successfully developed business before leading merger with Kin Capital.	

2012 – 2013	Fund the Gap	Co-Founder & Director
	<p>One of the earliest crowd-funding companies, which quickly attracted a sale after a year and a half.</p> <p>Worked closely with young entrepreneur to help launch the business.</p>	
2005 – 2019	British Country Inns	Chairman
	<p>Group of 4 country pub companies established in 2005–2007.</p> <p>Acted as chairman of small board which managed to ride the storm of the banking crisis in 2008–2010, leading to a solvent liquidation.</p>	
2004 – 2010	Smith & Williamson	Director & Dept Head
	<p>Well-known tax advisory and fund management group, who acquired Tax Efficient Solutions.</p> <p>Established new department in large City firm, which went on to raise many millions via tax-efficient investment vehicles.</p>	
2000 – 2003	Chelsea & Westminster	Non-Executive Director Hospital NHS Trust
	<p>Well-known major West London hospital.</p> <p>Chaired the Audit Committee responsible for the annual internal and external audits.</p>	
1997 – 2004	Teather & Greenwood	Director & Dept Head
	<p>City broker focused on AIM and smallcap sector..</p> <p>Established Tax Efficient Solutions unit which grew rapidly in the dot.com boom years, before being sold to Smith & Williamson.</p>	
1994 – 1997	Norton Rose M5	Investment Finance Director
	<p>Mills & Reeve, part of the Norton Rose M5 Group of law firms.</p> <p>Established the Investment Finance Division, which raised substantial funds in the early days of the EIS.</p>	

VALUE ADDED AS NON-EXECUTIVE DIRECTOR

Leadership & Strategic Planning

- As Chairman of **PushFar**, effectively guide and advise the young CEO and offer encouragement and support across a wide range of issues, including equity fund-raising, marketing, finance, audit, legal and accountancy. PushFar's platform is free to mentees and mentors, with the revenue model based on selling the company's software to large employers. Moved successfully into profit, supervised costs tightly and took no salaries
- Protected assets, supervised lender negotiations and corresponded with shareholders in the capacity of Chairman of **Halcyon Hotels & Resorts plc**. Oversaw the re-positioning and re-marketing the business, which led to considerable financial success at the end of the first COVID-19 pandemic lockdown period.

Financial Growth & Cost Reduction

- As Non-executive director of **Help Me Stop**, a start-up addiction treatment business pioneering the new "Dayhab" concept, manage the fund-raising and investor relations process and provide broad support to the CEO
- As Non-executive director of a variety of different companies, provide a monitoring role on behalf of shareholders and investors, including regular liaison with the executive teams, and providing shareholders with a comprehensive investor relations service

Change & Transformation

- Took the role of Non-Executive Director at **Chelsea & Westminster Hospital Trust** during a tumultuous time in the NHS, with the sector coming under extreme scrutiny from various regulators and service standards organisations. Responsible for annual audit process and overall financial control.

Upon joining, the hospital had one star, and upon leaving it had achieved the maximum three-star status

- Managed investor relations for a major country **pub group** during the banking crisis when the sector suffered a substantial loss of asset value

Protected value wherever possible, communicated with shareholders and successfully kept the businesses going, leading to a solvent liquidation

Successfully managed the expectations of investors, shareholders and the wider community and supportively provided them with both good and bad news updates when necessary