

# MICHAEL G. A. KERSHAW

## PROFESSIONAL SUMMARY

A leading entrepreneur in the UK Event Industry, former Chairman and co-founder of Concerto Group - a leading £45m turnover event services group, sold to CH&Co in 2017. Expert knowledge of the events, leisure and hospitality world, highly experienced events industry professional with a superb network. Skilled negotiator, collaborator, innovator, leader, communicator, sales driver and motivator. Co-author of "The Discovery - The Proven Formula For Growing Your Business".

## CONTACT

**Address:** Rosewood, Pirbright Road, Normandy, Guildford, GU3 2HT  
**Phone:** 07966 646777  
**Email:** mike@kershawpartners.co.uk

## SKILLS

**Strategy and Governance:** Highly experienced NED and Chairman

**Sales:** Expert in events and venue sales processes, proposal creation and pitching.

**Marketing:** Highly proficient marketer, creator of the TABS marketing framework for SMEs. Expert in event lead generation.

**Operations:** 35 years of Event Operations experience.

**Relationship Building:** One of the best connected people in the UK Events industry - a lifetime of connections across almost all vertical markets.

**M&A:** Very experienced in buying/merging and exiting event businesses.

## EMPLOYMENT

### Founder - Kershaw Partners Limited: (Feb 2015- Present)

- *The No.1 Advisory Business to the UK Event Industry*
- With 5 consultants, each with over 30+ years experience and industry knowledge, KP uses first hand proven business growth techniques to help our clients scale.

*Most recent examples include:*

- Advisor and investor in a start-up event technology business that achieved scale and a multi-million pound exit deal within 3 years
- Successfully facilitated mergers between complimentary events services (worth over £5m)
- Manage a Sports & Entertainment Architect firm through a Management buyout and financial restructuring
- Accomplished an acquisition of an owner operated events business by a larger event group

### Non- Executive Chairman – WOO Architects (Nov 2018 – present)

*One of the UK's leading architects of sports stadia and leisure buildings. Overseen 50% revenue growth in two years.*

### Non Exec Chairman – AOK Events Group (Oct 2015– Present)

*An award winning events company which I helped restructure and grow in revenue from £5m-£12m since 2015.*

### Non Exec Chairman - Noba Event Wi-Fi & Meta Tech Group: (May 2017– Present)

*Provides temporary and permanent IT solutions to the events and leisure industry. They deliver reliable, high quality cutting edge technology along with service support and monitoring to ensure our customers get the best service.*

### Advisory Board Member - Boulevard Events: (Nov 2018– Present)

*Caterers with a cutting edge style and a creative approach to food; listed at many of London's newest and coolest spaces, Boulevard offer something genuinely interesting within the Capital's catering scene.*

### Advisor & Investor - AddtoEvent.com: (Oct 2017– Present)

*An award-winning start-up that has helped to find suppliers for over 100,000 events, ranging from birthday parties to large corporate events for the likes of The BBC, Accenture and JP Morgan.*

### Non Exec Chairman - The Point at Polzeath: (Oct 2017– Present)

*A delightful, family friendly holiday resort with stunning views, a championship golf course, tennis courts, leisure complex, restaurant and accommodation to suit every budget.*

---

**Director and Main Board Director – SYFT Online: (March 2016- June 2019)**

*A revolutionary online recruitment platform for the hospitality sector, changing the way employers get access to great staff through simplicity, transparency and low costs. Now part of Indeed.com.*

**Non- Executive Chairman - Air Social Marketing Agency: (May 2017– Sept 2018)**

*Through a variety of digital advertising techniques, social media management, SEO, direct email marketing, award writing, web design, networking, photography and video content- get your message out there.*

**Business Advisor - Pubs on Wheels: (Oct 2015– Sept 2018)**

*Beautifully converted British Army vehicles servicing as a fully functioning bar capable of being taken literally anywhere.*

**Business Advisor - Caper and Berry: (April 2016– Oct 2017)**

*Creating personal, delectable menus to compliment your event ensuring it's one to remember.*

**Business Advisor - Smart Group Ltd: (Nov 2015– May 2017)**

*With over 20 years experience, Smart Group provide the complete hospitality experience with a distinctively personal touch.*

**Executive Chairman - The Concerto Group: (2006– 2015)**

- *Co-founder and leader of one of the UK's largest and most successful event services businesses comprising a range of outstanding event brands including Ultimate Experience, Create Food and Party Design, Mask, Concerto Live, Full Circle and Eventwise, together with venues including Oxo2, Plaisterers Hall and The Conservatory at Painshill Park.*

**Head of Venues - The Concerto Group: (2012– 2014)**

- *Full P&L responsibility for the Concerto Venue portfolio. Delivered consistently against growth and profit targets.*

**Head of Business Development and Strategy - The Concerto Group: (2001– 2012)**

- *Identified, targeted and completed successful acquisition of JD Parties, Crazy Cow Events, Concerto Live, Mask UK, Lola Event Staffing, Full Circle Performance and Production, Delfina venue, Touch of Taste Catering and Eventwise leading to over £15m revenue growth in 5 years*
- *Delivered new venue projects The Venue at The Royal Liver Building and Cannon Bridge Roof Gardens (£1.3m) plus added Winchester House venue to the portfolio (£1m revenue in first year)*
- *Led the Concerto London 2012 team in identifying, developing, selling and delivering numerous event projects in the run up to and during the London Olympics (£1.2m profit)*
  - *Delivery of Olympic Performance Centre for Japanese Olympic Committee and for 9 Olympic National Houses*
  - *Athlete catering for US Olympic Team*
  - *5 star catering for all Olympic Sponsors in the official Olympic Hospitality Centre in the Olympic Park*
- *Created and launched Oxo2 venue in Oxo Tower*
- *Developed the 'Say Thank You At Christmas' Campaign to preserve and boost the UK Christmas party market*
- *Featured on BBC Breakfast, Sky and News at 10.*

**Managing Director - The Ultimate Experience Ltd: (1991– 2000)**

- *Built and led the largest and most successful operator of Summer and Christmas venues in London, including the HAC, Old Billingsgate Market, Vinopolis, Royal Hospital Chelsea, The Bridge SE1, The Brewery, The Delfina*
- *Turnover growth from £5m to £9m p.a.*

---

## ACHIEVEMENTS

- *Voted No.2 in Event Magazine's 'Event 100' poll to identify leading industry figures (2011)*
- *Member of 'Business in The Community'*
- *Invited to No 10 Downing Street to discuss Event Industry Issues (2009)*
- *President and Founder of ILEA (International Live Event Association) (2007)*
- *Golf: Scratch Handicap, Member of 4 clubs (including Royal & Ancient Golf Club and St Andrews)*
- *Mountaineering: Climbed numerous peaks including Mont Blanc and Mera Peak (Himalayas)*

---

## EDUCATION

**BA (Hons) History (1985)**

Queen Mary University of London

**4 A Levels (1980)**

Bolton School, Bolton

**10 'O' Levels: Graded A-C (1978)**

Bolton School, Bolton

---