
CURRICULUM VITAE

CHRIS MARSHALL

+ 44 7845 663 599
chris@m2associates.info

The Cottage
Bellfield Farm
Watling Street
Stretton
Staffordshire
ST19 9QY

Profile

Name: Christopher Andrew John Marshall

Date of Birth: 31st July 1963

Status: Married, no children.

Experience

Governor & Vice Chair, MERIT Pupil Referral Unit - July 2020 to Present

Merit is a short stay school (PRU) in Stoke on Trent for children with medical and mental health needs.

Director & Owner, Marshall Innovations Limited – 1985 to Present

(www.marshallinnovations.com)

Family business we have developed a wide range of educational (Mathematics) materials for pre school and primary school children including New Curriculum Mathematics For Schools, Figure it Out TV Series, and a range of products including jigsaws, dominoes, board games and general manipulatives. My responsibility was the Commercial side of the business until recently when I have taken over the company and we are developing an online range of products, and developing the business in Australia, America and Canada.

Partner, M2 Associates – 1995 to Present (www.m2associates.info)

VAT Partnership with my wife. It is through this Consultancy Business we have completed two Management Buy Outs (MBO), specialising in the technology industry helping start ups and struggling companies to secure funding, new business, strategic partnerships and aiding staff development. Customers have been in the UK, Australia, America and Spain. It is also the vehicle we used for our ALStrays Transport & Re-Homing Project (www.alstrays.com) - see below.

CEO, Pitman Training Limited – 1996 to 2000

Headhunted by parent PLC to turn the company around, in first year turned a £1m loss into a profit. Subsequently built the business up to 150+ Training Franchisees via a Management Buy Out, organic growth and acquisitions. Developed merger and acquisition skills, ownership experience, strategic development, high level negotiations and exposure within financial market (The City).

Sales & Marketing Director, Europ Assistance – 1994 to 1995

Joined to develop small business experience and first board level role.
Developed Board experience, and senior relationship management.

Senior Manager, ICL (International Computers Limited – 1986 to 1994

Joined as a Graduate Trainee (Technical Customer Service), moved into management within two years, becoming only graduate to ever be taken off graduate scheme within the two years, and youngest ever Senior Manager and Board Trainee. Developed General Management, Sales and Marketing skills.

Education

Kingston University – MSc Information Systems Design & Management, 1988 - 1990 (funded by ICL)

Coventry University - BA (Hons) Economics, 1982 - 1986

St Louis Park High School, Minneapolis - High School Diploma, 1981 -1982

Stoke on Trent Sixth Form College - A'Levels (Pure Mathematics & Statistics, Economics, British Government & Politics, General Studies), 1979 - 1981

Trentham High School - O'Levels (Mathematics, English Language, English Literature, History, Physics, Biology, Chemistry) 1977 - 1979

Skills

Leadership, Strategic Thinking, Problem Solving, Mentoring, Sales, Developing People, Technology, Communication.

Interests

Sport (Cricket, Golf, Rugby & Football) a season ticket holder at Old Trafford, member at Yorkshire and Edgbaston Cricket Clubs, and member at Chase Golf Club & Gym.

Reading (Fiction more than Non Fiction)

Music (Not much after the 1990's)

ALStrays & Spain

In 2005 having just completed a start up in America and deciding not to take on the CEO role, we returned to our holiday home in Spain and decided to take a year out.

The year turned into 15, during which time I developed a range of highly successful blogs, wrote a column for the Telegraph for two years, and regularly contributed to Sky News and other UK and Spanish Media.

We also set up our not for profit community project ALStrays Transport & Re-Homing where we combined our business skills with a love for animals and a desire to help the abandoned and abused cats and dogs in Spain. To date this

project has re-homed 1725 cats and I have delivered 7,595 cats and dogs, driving 750,655 miles via Portugal, Spain, France, Bosnia, Romania, Germany, Holland, Belgium, Luxembourg and the UK through the pet transport business we set up, and still run.
