



# Jeremy Nicholson

Growth Marketing, Martech & Digital Transformation

📍 Burnham-on-Crouch, UK

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## Languages

French

## About

I am an entrepreneurial marketing professional, with high level experience and a track record of delivering ROI, revenue and business growth. I am creative, analytical, accountable and skilled at building high performing teams to transform organisations into commercially successful businesses.

I have headed EMEA marketing for seven startups, two had NASDAQ IPOs exceeding \$180 Million capitalization and one of which had a trade sale for £6 Million. Two were not successful and I learned more about business from them than from any others. I have also worked on three successful scale ups and one very successful business turnaround through digital transformation.

You can see Case Studies and White Papers on my work at [www.screenmatrix.com](http://www.screenmatrix.com)

### BRANDS WORKED WITH

ALLEN BROTHERS (FITTINGS) LIMITED

BELAMO

MmmGood

Screen Matrix

The Law Boutique

## Experience

### ● Vice President - Sales and Marketing

MmmGood | Sep 2021 - Jun 2022

Driving revenue and growth for Mmmgood, a pioneer in responsible tourism. Helping travellers not just visit, but live it.



### ● Strategic Advisor

The Law Boutique | Jan 2020 - Sep 2021

Provide strategic input on marketing, technology and digital transformation

### ● Head of Marketing

ALLEN BROTHERS (FITTINGS) LIMITED | Dec 2015 - Apr 2020

Allen Brothers manufactures high performance sailing hardware. I introduced an entrepreneurial marketing strategy, including digital marketing and eCommerce, which delivered results and now have added responsibility for growing US market share.

This has resulted in two years of 1,000% compound increases in OTS, higher CTR and lower CPM. All metrics show improved marketing response and sales revenues have improved by over 20% year on year, exceeding targets.



### ● Founder

Screen Matrix | May 2013 -

Screen Matrix delivers ROI from digital transformation



### ● VP EMEA

BELAMO | Jan 2011 - Apr 2014

Completed a business transformation project for a US based on-line dating business. This involved negotiation of more favourable hosting, marketing and transaction processing agreements, a re-design of six brands and the migration of records to a new platform. The project has been completed on time and budget and has resulted in improved profitability and product lifecycle.

## Education & Training

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- 2018 - 2018 ● Cambridge Judge Business School  
Ignite,
- 1980 - 1983 ● London Metropolitan University  
Bachelor's Degree,