

## INTRODUCING

# Martin Sawyer



Martin has over 25 years experience of operating at CEO, MD, European Director and General Manager level for the UK's leading Food Plc's and privately owned companies.

Highlights have included being MD of the UK's largest privately owned chilled meals manufacturer, CEO of a £150m plus turnover international produce company, European Business Director for Geest, the UK's top performing food company during the 1990's , and Commercial & Marketing Director for a £240m division of Premier Foods.

Martin's early experience was gained at the grass roots. A factory manager in a number of small scale food manufacturing businesses entrenched his belief in the value of ongoing improvement through effective controls, people management, a comprehensive understanding of cash management and the all important P&L account. As he developed his skills and knowledge he was directly involved in turnaround situations, building long term customer relationships, strategic repositioning of businesses and achieving profitable growth through both organic and acquisition activity.

Martin decided to branch out on his own and set up his own business consultancy in 2007 but was then approached by a client to join them as a Divisional Director. Ironically, this helped him conclude that he wanted the independence and challenge of running his own business hence the setting up in partnership with Icon. His aim is to make a positive difference to the SME marketplace, in his view the most important provider of longer term business growth and prosperity for the UK. For Martin, the failure rate of 80% plus of SME businesses in their first 5 years is a shocking and sobering statistic; he wants to play his small but effective part in turning this around.

Martin now lives in Taunton with his wife Lorraine, and their 2 sons, Adam and Matthew aged 17 and 12. They have also added to the family with a very active Sprocker Spaniel. Martin enjoys playing golf, racket sports and supports (and suffers) Coventry City FC. Lorraine and Martin are active gardeners, and the Spaniel (Elsa) has opened up a new pleasure of walking around the beautiful local countryside.