

## Matthew Blakemore - References

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### ITSO: March 2018 – to date

My Role: Product Manager

### Michael Moir – Chief Technology Officer of ITSO

Matthew has been an asset to the organisation and we've made significant progress that wouldn't have been possible without him. I'm sure that his skills and experience will continue to be of value over the coming months and years.

He has fitted in incredibly well to the ITSO team, and is respected by his peers, managers, and colleagues. It's great to see him building such strong relationships with those around him.

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### Looks Good On Me Limited: May 2014 – December 2017

My Role: Chief Executive Officer

### Trade Horizons: May 2017

My Role: Consultant

### Damon Bonser - CEO of the British Design Fund - [damon@britishdesignfund.co.uk](mailto:damon@britishdesignfund.co.uk)

I am happy to provide a reference for Matt Blakemore whom I have worked with on his start up Looks Good On Me and more recently worked with through Trade Horizons Ltd.

I first met Matt at Accelerator Academy, where I was his team's mentor. Impressed by Matt and the team, I agreed to continue working with them after the accelerator programme had completed.

Matt is very driven, professional and combines solid analytical abilities with a very strong commercial mind set. Matt can easily turn his hand to handling a high pressure client or investor facing pitch environment, but he is equally competent when he needs to carry out detailed analysis of markets, USPs, positioning strategies and routes to market.

From a character reference point of view, Matt is honest, diligent, does what he says he will do, he is professional and confident and I would be happy having him as a part of my team or any of the teams within companies we invest in. I involved him recently on a research project where I needed a trusted and competent entrepreneur to analyse a specific segment of the UK audio visual product market, and his output far exceeded our expectations, and indeed was of better quality than the output we get from much more experienced partners that I have worked with on similar projects.

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## **Looks Good On Me Limited: May 2014 - December 2017**

My Role: Chief Executive Officer

**Tom Mason - Chief Technical Officer** – [tom@yousoft.com](mailto:tom@yousoft.com)  
(<https://www.linkedin.com/in/twmmason/>)

Matthew is great to work with and an enthusiastic and passionate founder. He is as diligent in his approach as he is strategic and has proven this with the development of Looks Good on Me.

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## **MJB Services: 2016**

My Role: Consultant MJB Services

**Warwick Wyatt - Director of Reinvent Lifestyle** – [warwick@reinventlifestyle.co.uk](mailto:warwick@reinventlifestyle.co.uk)  
(<https://www.linkedin.com/in/warwickwyatt/>)

Matt is an inspirational entrepreneur. We got in touch with him because of his expertise in app design and project management and to consult us on what we needed to do to build a native system for our web app.

His ability to understand the key areas of startups is very good and he quickly directed us to relevant resources.

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## **PowerFX Systems AB: May 2013 - May 2014**

My Role: Business Strategy & Partnerships

**Bil Bryant - CEO / Co-Founder at Amptrack Technologies** - [bil.bryant@gmail.com](mailto:bil.bryant@gmail.com)

I can highly recommend Matthew for any task at hand.

I met Matthew when a company called Ginicam asked me to come and speak at Hertfordshire University for an event about our online music studio called Soundation and I noticed Matthew did an incredible job in doing multiple things while others in the company were not, so I made it a point to get his contact.

Matthew helped me work on API planning for connecting to a distribution network and assisted with a business plan and development. I bounced a lot of ideas off him and found him to be very insightful and earnest.

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## **London College of Fashion: 2017/18**

My Role – Lecturer

**Sharon N. Hughes, MA, BS - Fashion Business Digital Marketing Professional and Educator - [sharonnhughes@gmail.com](mailto:sharonnhughes@gmail.com)**

(<https://www.linkedin.com/in/sharonnhughes/>)

Matthew has been a wealth of knowledge to my Fashion Marketing students. He is clearly well informed and knowledgeable about online retail and digital marketing and has been a great addition to my class curriculum twice. He is also a great speaker and very easy to work with.

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## **Ginicom Limited: August 2012 - April 2013**

My Role – Strategic Partnerships & Product Management

**Glen Richardson - Chief Operating Officer of Ginicom Limited - [e@glen.gr](mailto:e@glen.gr)**

Matthew is fearless, he'll jump into any project at any stage at any level and hit the ground running. Matthew is accumulating a killer network! Matthew sat (and contributed) at the same board table with MP Grant Shapps, Fazer from N-Dubz (cool guy), and even the Deputy Chairman of Carphone Warehouse.

I have very high expectations of him. Remember this name folks: Matthew Blakemore

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## **Teens Unite Fighting Cancer - July 2012 - December 2013**

My Role – Marketing Communications (Voluntary)

**Debbie Pezzani - Charity Co-Founder at Teens Unite Fighting Cancer - [debbie@teensunitefightingcancer.org](mailto:debbie@teensunitefightingcancer.org)**

I would recommend Matthew without hesitation. He is a very talented and hard working individual. He has spent the summer volunteering with the charity and in this time has used his creativity to write and record a song and make a video with the teenagers we support. Matthew then went on such an effective publicity drive that not only was the song heard by over 130,000 people but it has resulted in some very exciting long term links and networks being created for the charity.

We at Teens Unite are all incredibly grateful to Matthew for his enormous contribution.

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## **My Rewards Company Limited - August 2011 to July 2012**

My Role – Junior Strategy and Product Manager

**Tina Thomas - Managing Director at My Rewards Company Limited -**  
[tina@myrewardscompany.co.uk](mailto:tina@myrewardscompany.co.uk)

I have worked closely with Matthew on several projects over the last 18 months. Matthew has a very enthusiastic, helpful nature. He is continually searching for new innovative ways to develop business and is extremely ambitious. He has single handedly set up websites and developed a network for their delivery to consumers and businesses.

Matthew articulates very well and this lends itself perfectly to his strong presentation and communication skills. A valuable member of the team.

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## **University of Hertfordshire - First Class International Business BA Hons - 2007 to 2011**

My Role - Student

**Dr Andrew Francis - Head of Department - Marketing & Enterprise - Business School at**  
**University of Hertfordshire -** [a.f.francis@herts.ac.uk](mailto:a.f.francis@herts.ac.uk)

Matthew is a graduate of Hertfordshire Business School and a really nice guy. Since graduating he has been involved in an innovative business start up project and has aspirations of his own too. Recently he managed "an audience with the new internet pioneers" - an event run collaboratively between Ginicam and the University - exciting stuff.

Switched-on, smart and dependable, I'm happy to recommend Matthew - we need more graduates like him!

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