

SENIOR COMMERCIAL LEADERSHIP FOR GROWING BUSINESSES

Without the full-time hire.

I help founders build the plan, the reporting and the revenue engine to scale, working hands-on a few days a month.



3.5x

Annual revenue growth,
Rick Shiels Media

£12m

Direct brand partnerships
won and managed

+87%

Revenue at swim!,
through to sale to JD
Gyms

2x+

Monthly revenue in 30
days, Find a Golf Break

PARTNERSHIPS WITH ECCO Golf · Lyle & Scott · Mastercard · Mercedes · LIV Golf · Toptracer · Swim England · Sport England · LET · LPGA

01 THE CHALLENGE

Your business is growing faster than its commercial set-up.

Revenue still depends on the founder doing the selling.

There is no forecast or KPI pack to run the business, or raise money, by.

A full-time Commercial Director is a big cost and a big risk to hire too early.

02 WHAT I BRING

Commercial strategy and vision

A commercial strategy tied to your long-term vision, with clear priorities for the next one to three years.

Plan, budget and sales forecast

Targets, budgets and a forecast to run the business and raise investment by.

Marketing that delivers the forecast

A marketing plan built to hit the sales numbers, with channels, budget and measures linked to pipeline.

Partnerships and new business

Pricing, pipeline and brand partnerships that don't depend on the founder.

KPIs and board reporting

Scorecards, board packs and CRM dashboards your team keeps using.

Leadership and rhythm

A weekly operating rhythm, and a commercial team built and coached to deliver.

WAYS TO WORK TOGETHER

Fixed scopes and clear fees. Start small, then scale up the support as you grow.

SERVICE	TIME	DURATION	FEE
Commercial Health Check Review of pricing, pipeline and numbers, with a 90-day plan	3 to 4 days	2 weeks	POA
30-Day Revenue Sprint Find where revenue is leaking and fix it, with weekly reviews	8 to 10 days	30 days	POA
Commercial Reporting Build Forecast, KPI scorecard, board pack and CRM dashboards	5 to 8 days	4 to 6 weeks	POA
Fractional Commercial Leadership Ongoing senior leadership of your commercial plan, team and deals	2 to 4 days a month	3 months, then rolling	POA
Interim Commercial Leadership CCO or Commercial Director cover between hires, before a raise or for a growth push	3 to 5 days a week	3 to 6 months	POA

04 HOW IT WORKS

01

A free 30-minute call

We talk through your growth plans and where the commercial gaps are.

02

A fixed-price first step

Usually the Health Check, so you see results before committing further.

03

Support that scales

Ongoing fractional support, then help hiring your full-time leader when you're ready.

Who I work with: founder-led UK businesses with roughly £1m to £15m revenue in leisure, sport, golf, fitness and digital media, growing fast but without a senior commercial leader.



LET'S TALK ABOUT YOUR GROWTH PLANS.

Book a free 30-minute call with Neil, with no obligation.

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