17a Borneo Street

London

SW15 1QQ

07779 662806

Mark Coups

CEO, English Lacrosse

Manchester

M11 3FF

07 January 2018

**Re: application for INED role**

Dear Mark,

Please accept this letter and attached CV (below) as application for one of the INED roles as advertised on the English Lacrosse website.

I have been looking for an opportunity to combine my professional skills with the sport I love, and this looks like a fantastic opportunity to do so. It is worth noting that I also applied for (and believe I was accepted onto) the Commercial Advisory Board in 2014, but this did not seem to progress.

I have over 15 years’ experience in strategy and business development with companies ranging from start-ups to multinationals across a range of sectors. This experience has enabled me to develop strengths in each of the Essential Skills listed, and has necessitated a laser focus on board-level issues.

Probably more importantly, I have been playing lacrosse consistently since the age of 11, participating in almost all possible competitions – Junior (Stockport Grammar), University (Oxford), Senior (Stops, Poynton, Hampstead, Epsom), County (Cheshire, South) and National (Box). I have a deep understanding of the game, am passionate about its potential and want to be part of the team – over the long-term – that helps it achieve this potential.

I am very excited by this opportunity, and hope my profile is of interest. I look forward to hearing from you.

Yours sincerely,

Michael Estill

**Michael Estill**

# [estillmichael@hotmail.com](mailto:estillmichael@hotmail.com)

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**EMPLOYMENT**

**Sep 2017- Kindleworth LLP**

**Senior Associate**

* Supporting the launch and ongoing success of boutique and new model law firms
* Areas of focus include business planning, due diligence, strategy, business development, pricing, innovation and investment
* Act as COO / CFO / CCO for client firms

**May 2015- Thomson Reuters Legal UKI**

**Jul 2017 Strategy Director**

* Trusted advisor to ELT and key stakeholders across the business
* Partnered with MD to develop and communicate UKI Legal Strategy
* Led opportunity identification, prioritisation and business case preparation
* Central role in successful acquisition & integration of Contract Express (CE)
* Led global, cross-functional teams to prepare high-profile Contract Management and UK Legal Managed Services business cases
* Deep customer engagement, including 6 month spell as Corporate Segment Director
* Led multiple customer insight and thought leadership initiatives
* Intimately involved in driving near-term commercial success, including: creating at-risk account diagnostic; leading new business process review; driving customer data enhancement; revising CE pricing; developing CE service partnerships
* Managed team of two

**Aug 2014- LexisNexis UK, London**

**Jan 2015 Strategy & Business Development Manager**

* Led end-end review of Print business, identifying quick-win and longer term initiatives to slow sales decline
* Supported team of external consultants to design new sales operating model
* Managed investment activity, incorporating assessment and prioritisation of adjacent markets, diligence on potential targets and preparation of investment papers
* Managed team of two associates

**Jan 2012- OC&C Strategy Consultants, London**

**Aug 2014 Consultant**

* Completed multiple strategy, performance improvement and commercial due diligence projects for corporate and private equity clients across services and consumer sectors
* Managed small projects / major workstreams within larger projects, with teams of 2-5 people. Selected projects:
  + *3 year and exit strategy planning for leading B2B vehicle rental marketplace*
  + *Commercial due diligence to support merger of two leading Polish consumer internet portals*
  + *Cross-sell strategy and implementation support for private equity backed support-services business*
  + *Vendor due diligence for shareholder and pensions services business*
  + *Turnaround strategy for leading UK multi-channel retailer*
* 6 month secondment as Corporate Development Manager at British Car Auctions (owned by CD&R)
  + *Developing and refining the strategic / exit story for the business*
  + *Identifying and prioritising initiatives to improve gross margins, incorporating new product development, pricing and incentive design*
  + *Supporting synergy realisation following acquisition of webuyanycar.com*
  + *Project management and due diligence on digital acquisition targets*

**Apr 2010- Performance Improvement Strategy, Ernst and Young**

**Jan 2012 Manager**

* Completed a number of strategy, operating model, sales transformation and cost reduction projects for FTSE 100 / Fortune 500 businesses. Selected projects:
  + *Scenario planning for gaming technology provider*
  + *Channel transformation for global document management company*
  + *Indirect cost reduction for global consumer goods company*
* Selected to join Accelerated Leadership Programme for potential future leaders

**Mar 2009- NESTA-Young Foundation Health Launchpad, London**

**Apr 2010 Secondment**

* Led all investment and business support activities for this innovative healthcare-focused social venture fund / incubator
* Commercial Director of NeuroResponse, a Health Launchpad portfolio company focused on providing telecare services for those affected by long-term neurological conditions. Partnered with founder nurse entrepreneur to secure funding, develop business model and launch service

**Jan 2007- NESTA Investments, London**

**Feb 2009 Associate**

* Key role in the set up and launch of new NESTA Investments fund in March 2007
* Built strong network across incubators, angel networks, VC funds and advisers
* Reviewed in excess of 100 early-stage technology opportunities, predominantly in the medtech, cleantech and media sectors
* Led five deals to completion with values ranging from £100k to £3.5m, assuming responsibility for all stages of the investment process including: sourcing, due diligence, presentation of investment case, deal negotiation, legals
* Appointed industry-experienced Chairmen/NEDs to portfolio company boards
* Intimately involved in critical decisions around strategy, business development, financing and recruitment as board observer

**Oct 2004 - PricewaterhouseCoopers, London, Transaction Services Strategy Group**

**Dec 2006 Associate Consultant**

* Completed over fifteen projects with a focus on commercial due diligence, strategic advice and market reviews for private equity and corporate clients

**2000-2001 Andersen (now Deloitte) Scholarship Programme**

* 8-month placement as analyst in the Corporate Restructuring service line

# EDUCATION & QUALIFICATIONS

**Professional BVCA Foundation & Legals Courses (2007)**

**Investment Management Certificate (2007)**

**Interpretation of Financial Statements (2005)**

* 1. **Worcester College, Oxford**

BA Hons Economics and Management (2:1)

* 1. **Stockport Grammar School, Stockport**

3 A-levels: Mathematics (A), Chemistry (A), Biology (A). 9 GCSEs – 8 grade A\* 1 grade A

**OTHER**

**Sport Represented England** in World Indoor Lacrosse Championships in Canada in May 2007

Won Southern Men’s League and Flags Competitions with Hampstead Lacrosse Club

President, Men’s Captain and **Full Blue, Oxford University Lacrosse Club**