

# PETER MARTIN

## CURRICULUM VITAE

### PERSONAL DETAILS

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Nationality: British

Education: Churchill College, University of Cambridge  
*BA (Hons) in Music, Class 2:1 (1978). MA (1987)*  
John Fisher School, Purley  
*3 A-levels: Music A, French A, Physics A. 12 O-levels*  
Early education in Chile, Spain and France

Qualifications: Associate of the Institute of Chartered Accountants in England and Wales (ACA)

Languages: Fluent French, German and Spanish; good Italian; basic Japanese

Computer skills: Accounting systems; systems development; website development; Excel; Word

### EMPLOYMENT HISTORY

#### **July-Sept 2010 Consultant, City of Birmingham Symphony Orchestra**

Consultancy assignment to carry out a strategic review of the CBSO's corporate sponsorship income, analysing their current sponsorship finances and systems, benchmarking against competitors, researching potential corporate sponsors, and making recommendations to the Board for action.

#### **2005 to 2010 Classical musician, based in France**

Professional lutenist and classical guitarist, performing concerts in the UK, France, Spain, Germany, Japan and elsewhere.

#### **1991 to 2005 Director of Finance and Projects, Askonas Holt, London**

Askonas Holt is a music management company, employing 54 staff with a turnover of £7m. I fulfilled a dual role as finance and projects director.

##### **a) Finance Director / Company Secretary**

- Responsible for all aspects of the company's finances; legal, human resources, pension and property matters; marketing and communications; and information technology.
- Managed and developed a team of accounts and IT staff.

- Executive board member, defining and delivering the company's business strategy in close collaboration with senior colleagues.
- Led successful negotiations for merger with another company, and managed the subsequent integration.
- Specified and successfully implemented new business management, accounting, and database marketing systems.
- Served as a director and treasurer of the International Artist Managers' Association, leading consultations with government and speaking at international conferences.

#### **b) Projects Director**

- Additionally responsible from 2002 for Askonas Holt's touring projects business, accounting for over half of the company's turnover.
- Developed and led a committed multi-national team of project managers, creating and delivering international touring projects for top symphony orchestras and dance companies.
- Delivered substantial improvement in profitability.
- Led commercial negotiations with clients, venues, sponsors and funding partners.
- Ran substantial marketing programmes, working with print and web designers, advertising agencies, PR and press consultants.

#### **1986 to 1991                      Finance Director, Southbank Centre, London**

Southbank Centre, a registered charity, is one of the world's leading arts centres, including the Royal Festival Hall and Hayward Gallery.

- Responsible for all aspects of SBC's finances, leading a team of 20 finance and IT staff, reporting to General Director, Board of Trustees and Audit Committee.
- Member of senior management team, working in close daily contact with operational, marketing and artistic colleagues.
- Played a major part in planning SBC's independence from the Greater London Council, including staff appointments, budgeting, negotiating Arts Council funding, transfer of contracts, and introducing new accounting and computer systems.
- Conducted substantial commercial negotiations, including catering, retail and facilities contracts; capital contracts for property and IT; trades unions; and client and supplier negotiations.

#### **1985 to 1986                      Financial Controller (Internal Finance), Arts Council of Great Britain, London**

- Responsible for all aspects of ACGB's non-client finances.
- Responsible for finances of Wigmore Hall and other arts facilities operated by ACGB.
- Led team of 12 finance and IT staff, reporting to Finance Director.

#### **1983 to 1985                      Senior Management Consultant, Andersen Consulting, London**

- Strategic information systems assignments for major clients in the public and private sectors.
- Intensive professional training at AC's worldwide training centre near Chicago.

#### **1980 to 1983                      Chartered accountancy trainee, Arthur Andersen & Co, London**

- Audit assignments in the Oil and Construction division of AA's auditing practice.
- Intensive professional training in accountancy, qualifying as a chartered accountant in 1983
- Gained extensive experience of US business culture and practice.