

# MASKEW CORDON

PROSPERITY WITH PRINCIPLES

ANDY KEY

Director, Leader, Coach, Consultant, Facilitator, Non-Exec Director

Andy@maskewcordon.co.uk | +44(0)7971 560398



## Personal Strengths

Since studying at one of the country's top business schools, Andy's been passionate about the potential of business to be a force for good in the world.

And he advocates the power of purpose, values, strategy and brand to transform businesses for the better - for all stakeholders.

He believes all businesses ought to be part of the solution to the world's problems. To be a force for good. And not just the huge corporates.

Any business has the potential to make a positive difference - to achieve the benefits of prosperity with principles.

## Results and Successes

Helping a client exit a dysfunctional business partner relationship by doing the right thing – and then grow the business 600% in 4 years with a Purpose focussed approach.

Growing a business from £300k and 1 client to £2m+ with multiple multi-national clients through a Values and Purpose focussed strategy.

Working with the Board of a multi-national trying to do the right thing to protect stakeholders in the wake of a financial scandal.

As NED helping a business owner save his business, protect its stakeholders and secure his exit.

As NED leading a business to Private Equity backed growth with the right financial backer that shared the Founder's vision and values.

As Chairman leading an innovative medical device company through start up to deliver a life-saving product to the market.

BUSINESS STRATEGY, ADVICE, COACHING & FACILITATION

Andy Key & Juliana McLean, Directors

+44(0)1625 839 792 | hello@maskewcordon.co.uk | www.maskewcordon.co.uk

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## Personality

Andy is a people person. He thrives on working with people, facilitating and brainstorming.

He sees things differently - literally and metaphorically (he's been blind in one eye since age 19).

He's a relaxed listener with a wry sense of humour – and mostly the sense and judgement as to when to use it.

Mostly.

## Outside Work

Father to two grown up sons. He has at various times been a keen Scuba Diver (now only in warm waters on holiday), Octopush player (University Vice-Captain), Cyclist (former winner of the Macc Wheelers' 10 mile Time Trial Handicap Trophy), Mountain Biker (A leader & founder member of Bollington's White Nancy Boys – but became fed up with A & E) and runner (until he ran a marathon). He enjoys walking Ruby, his labradoodle, in the Peak District but would rather soak it all in, take pictures and watch wildlife than yomp over the hills.

## What He's Learned

You can do the right thing and still be successful. It isn't always the easy option in the short term – but it is the right option and the better option in the long term.

## Education

Ongoing!

BSc (Hons) Degree in Management Sciences (Marketing) 2:1

IoD Non-Exec Director Course

IoD Advance Director's Skills

Adler International Learning (Toronto)  
Various Coaching Courses

Qualified Scuba Diver (BSAC)

## Internet

Website: [www.maskewcordon.co.uk](http://www.maskewcordon.co.uk)

LinkedIn:  
<https://www.linkedin.com/in/andykey/>

Blog:  
<https://journal.maskewcordon.co.uk/latest>

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