

# Matias Goodwin (ACA)

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## Profile

ACA-qualified strategy professional with 5 years of consulting expertise at Oliver Wyman (Manager level) with specialisation in growth strategy, AI-enabled transformation, and data-driven decision making. Proven ability to work cross-functionally on strategic projects spanning AI, media, and technology clients, delivering board-level recommendations through compelling, story-driven deliverables.

## Experience

### Oliver Wyman — Engagement Manager, London | Sep 2021 - Present

- **Drove firm-wide AI transformation strategy for a global consultancy**, launching adoption initiatives to upskill 750+ consultants, defining the hybrid AI tech stack and operating model, and codifying strategic frameworks that underpinned a \$2M+ client proposal and multi-million-dollar digital investment
- **Assessed the potential acquisition of two Premier League club** by conducting current state analysis of league economics and club-level performance, leveraging expert interviews and benchmarking to evaluate each target across all identified dimensions including commercial, squad performance and other key assets
- **Developed economic outlook and deal assessment across both targets by building a 5-year revenue and squad value forecasts across key growth drivers** (matchday, sponsorship, media rights, etc.), delivering an investment recommendation supported by comparable transactions, proprietary squad value data, and financial analysis
- **Shaped multi-market growth and go-to-market strategies for leading media clients** by identifying and quantifying new revenue opportunities, conducting benchmarking and market analysis to inform medium and long-term business planning, and building ROI financial models to support board-level investment decisions
- **Delivered €100M cost-optimisation initiative for a European B2B tech client**, developing compelling board-level presentations that synthesised bidder submissions into clear narrative-driven recommendations, highlighting potential cost savings, strategic fit of the bidders, and additional intangible benefits incl. employee acceptance
- **Led multiple commercial due diligence projects** for leading UK and international PE clients, combining expert interviews, market research, and financial modelling to assess target growth potential and support investment committee recommendations

### Deloitte UK — Assistant Manager, Audit & Assurance, London | Sep 2018 - Sep 2021

- **Delivered high-quality audits for UK and international clients** across Media, Consumer Goods, and Pharma, ensuring compliance, accuracy, and timely completion through effective leadership and client engagement
- **Enhanced audit insights through rigorous financial and market analysis**, leveraging Power BI and KPI benchmarking to identify risk patterns and inform actionable recommendations for client executives
- **Applied ACA-qualified expertise in IFRS, valuation, and cash flow analysis** to elevate analytical depth, strengthen conclusions, and drive data-backed decision-making throughout audit engagements

## Education & Qualifications

- **ACA (Institute of Chartered Accountants in England & Wales)** - First-time pass (2021)
- **Durham University** - BA Philosophy, Politics & Economics (2:1, 2018)
- **Dubai English Speaking College** - A-Levels Economics (A\*), Maths (A), History (A) (2015)

## Leadership & Achievements

- **Social Committee Lead, Oliver Wyman** - Organised firm-wide social programs for 500+ employees, enhancing engagement and cross-team collaboration
- **School Mentor Lead, Deloitte UK** - Mentored students and interns on applications and career skills; co-developed CV and university prep sessions for local schools
- **Head Boy, Dubai English Speaking College** - Led 40-member student team and represented school externally.
- **Charity Fundraiser (Kilimanjaro Climb)** - Raised £3,000+ for Dig Deep charity

## Key Skills

Strategic Problem Solving | Business & Market Analysis | AI & Digital Transformation | Financial Modelling | Stakeholder Management | Structured Communication | Data Analysis (Excel) | Mentorship & Team Leadership