

Michael Clarke

Michael is Managing Partner of our Business Consulting division. He has focused for the last 15 years on market and competitor analysis, strategy development, marketing and product management, and works with clients to ensure that their marketing strategy and communications are underpinned by an effective, robust and implementable business strategy for maximising value and improving profit.

“I am passionate about helping businesses maximise their value by better understanding the economics and dynamics of their markets, recognising their own strategic assets and competencies, and finding and occupying strong distinctive strategic positions. Many businesses develop opportunistically or by copying competitors, and as a result they lack a clear focused strategy and do not target their resources on what really makes a difference.”

Michael has developed and implemented successful business strategies in a broad range of businesses, from very small businesses to divisions of FTSE 100 companies.

Education: MA in Mathematics from Cambridge University

Professional:

- Managing Partner at Shere Marketing Business Consulting LLP
- Associate of the Chartered Institute of Bankers

About me – outside work:

- My favourite movie: Not sure I have just one, but three I love are City Lights (Chaplin at his funniest and most touching), Charade (Grant and Hepburn on top form with a plot that keeps you guessing) and Heimat (Germany’s traumatic journey through the 20th century portrayed as an epic succession of very human stories).
- Someone I admire: Uncontroversial I know, but I marvel at Nelson Mandela’s patience, commitment to reconciliation and political achievements.
- Interests: Music! – I direct all the music in my local parish church, sing in a chamber choir, play various instruments and compose a bit when I get the chance. Also: running to keep fit; watching all kinds of sport on TV; playing strategy boardgames with the family; and Arsenal FC...



Highlights:

Development and implementation of a retail financial services strategy for an outsourced services provider, more than quadrupling turnover in 4 years

General strategic review of an estate agency business, including delivering reports and recommendations to the FTSE 100 board

End-to-end research, market analysis and strategy development project for a software development company

Strategic pricing review for a market-leading business service provider’s core offering