

MARTYN DAWES

Major Career Roles

Founder & CEO, Coffee Nation Ltd (now Costa Express)
Non-Executive Director (and former Chair), Wondrous People Ltd (Coachmatch Ltd)
Partner, Dawes Ryan Consulting

Other Career Highlights

Non-Executive Director, Driven Worldwide Ltd
Chair, YPO (Young Presidents Organisation) Greater London Chapter

Martyn Dawes is an accomplished mentor, chair and award-winning entrepreneur with more than 15 years' experience supporting CEOs, founders and C-suite leaders of high-growth, privately owned and PE-backed businesses, large family firms and divisions of FTSE 50 organisations. He has worked across sectors including telecoms, EV infrastructure, food and beverage, retail, professional services, fintech, femtech, recruitment and financial services, spanning B2B, B2C, and B2B2C and business to business to company models. He is known for helping boards and CEOs articulate breakthrough strategies, design distinctive categories and business models, and build leadership teams and boards capable of delivering ambitious growth.

Martyn's mentoring focuses on the full journey of scaling – revenues, profitability, valuations and personal impact. He works closely with leaders to sharpen their vision, challenge assumptions, and structure practical plans that can be executed at pace. Equally, he supports them in managing investor and shareholder relationships, maintaining market-leading positions and navigating the personal pressures that come with building and transforming organisations. Many of his clients credit him with helping them achieve step-changes in performance while staying aligned to their values and long-term goals.

As founder and CEO of Coffee Nation, Martyn built one of the UK's most successful consumer product businesses of the last 25 years, creating a new category by bringing premium quality self-serve takeaway coffee to the convenience retail sector. With full strategic and P&L responsibility for 12 years, he grew the business to 600 locations in the UK and Europe, delivered one of the fastest-growing companies in the UK on multiple occasions and secured a 4x return for PE investors. The business was subsequently acquired by Whitbread, rebranded as Costa Express and now operates from around 12,000 locations; by the time of the sale he led, Coffee Nation had served over 100 million customers and remained the undisputed category leader.

Alongside his mentoring, Martyn is an experienced chair, known for establishing high-performance cultures through clear purpose, vision and values and by building highly effective boards. He is a successful business author, a regular keynote speaker on high-growth organisations and has been widely featured in business and entrepreneurship publications. He has contributed to national scale-up reports and served as a judge for major business awards.

Martyn was invited to join the Young Presidents' Organisation prior to the sale of Coffee Nation and has completed Presidents' Programmes at Harvard and London Business School, holding roles such as Education Officer and Chapter Chair in London. He is passionate about authenticity in leadership and speaks openly about workplace diversity, using his own experience as a bisexual man in business to encourage leaders to create cultures where people can bring their whole selves to work and tap into their often hidden powers

Martyn brings deep cross-sector expertise in:

• Founder-led, PE-backed & family businesses – mentoring CEOs and boards through scaling, exit preparation and value creation across diverse sectors.
• Transforming leadership mindset and behaviours in corporate organisations – bringing entrepreneurial thinking, attitudes and beliefs in order to become super-customer centric, agile, brave and play bigger.
• Strategy, category design & business model innovation – developing breakthrough propositions, category leadership and growth strategies that reshape markets.
• Board leadership, governance & high-performance culture – building effective boards, aligning investors and management, and embedding purpose, vision and values.

Leadership resilience, authenticity & diversity – supporting leaders through the personal and professional demands of growth, and championing inclusive, values-led leadership.

Recognised as EY Entrepreneur of the Year, he has received multiple awards for innovation, leadership and entrepreneurial impact.