

LEADERSHIP · PERFORMANCE · DEVELOPMENT

David Albaney Mattersson

Revenue Leader · Leadership Coach · Motivational Speaker

*Culture drives
performance.
I build both.*

500+

Professionals
Coached

17yrs

Leadership
Experience

£42m

Revenue
Managed

LEADERSHIP · SCHOOLS · SPORT

*Energy.
Experience.
Results.*

davidmatterssoncoaching.com



More than a leader.

It started with a team of 30. My job was to sell. My passion was to develop people – to build personalities, create culture, and care deeply about every single person in that room.

My experiences shaped me into the man I am. My real skill in life is simple –
inspiring people
to be their best self.

“

I turned shy, scared young professionals into strong, confident winners.

But it goes deeper than that.

Fearless.
Valued.
Respected.
Loved.

That is what great leadership actually feels like.

I see what you could be.

There is no greater equaliser in life than sales.

Sales changes you. It builds resilience, hunger and the ability to perform under pressure.

I have lived it. I have coached it. And I know exactly what it takes to win.

01

Everyone needs support.

Most people are waiting for someone to believe in them. I find that person and bring them out.

02

No two people are the same.

I tailor everything to the individual. One programme, built for one person — never a template.

03

Build the person first.

Performance follows identity. Know who you are and what you stand for — results follow naturally.

04

Unconditional support wins.

I support people always — not just when they are winning. That is the foundation everything is built on.

"Most leaders see what people are. I see what they could become."

Your team. Transformed.

I have built the teams. I have driven the numbers. I know what works.

When you bring David Matterson into your business, you are not hiring a consultant.
You are investing in the single most important asset you have — your people.

01

Sales Performance Coaching

Unlocking potential, sharpening technique and building the mindset of a consistent winner.

02

Culture Development

Building the environment where people feel valued, trusted and genuinely motivated to perform.

03

Leadership Development

Turning managers into leaders — with the confidence, authority and emotional intelligence to inspire.

04

Fractional CRO Services

Senior revenue leadership on a flexible basis. Strategy, structure and execution without the full-time cost.

The next generation.

The young people in your school are not just students.

They are future leaders, entrepreneurs and champions — and they deserve someone who has been in the arena and knows exactly how to inspire people to win.

01

Leadership Workshops

Challenging young people to discover their identity, their voice and their true potential.

02

Confidence & Mindset

Building the self-belief and resilience young people need — not just academically, but in life.

03

Career Readiness Programmes

Practical preparation for the professional world — communication, presence and the mindset to win.

04

Motivational Speaking

High-energy keynote sessions that students remember long after they leave the room.

"Every young person deserves someone who believes in them before they believe in themselves."

Winning starts in the mind.

Tactics win games. Culture wins seasons.

The difference between a good team and a great one is rarely technical — it is mental. It is belief. It is what happens in the dressing room before anyone steps onto the pitch.

01

Performance Mindset Coaching

Building the mental resilience, focus and self-belief that separates good performers from elite ones.

02

Dressing Room Culture

Creating the environment where players hold each other accountable and win together unconditionally.

03

Leadership Development

Developing captains and coaches into genuine leaders who raise the standards of everyone around them.

04

Motivational Speaking

High-impact sessions for squads and academies — the talk that changes the way a team sees itself.

"Tactics win games. Culture wins seasons."

Numbers that speak for themselves.

500+

Professionals coached
across a 17 year career

£42m

Annual revenue managed
at Foxtons Group plc

17yrs

At the top of sales
leadership

CAREER HIGHLIGHTS ---

- **Foxtons Group plc (LSE-listed)**

Head of Sales — ran a department responsible for £42m annual revenue across London

- **17 years sales leadership**

Built, coached and developed high-performance sales teams across highly competitive markets

- **David Matterson Coaching**

Founded 2022 — fractional CRO, leadership coaching and development for businesses, schools and sport

- **A proven talent maker**

Multiple senior leaders and company directors today trace the foundations of their career back to David's coaching

"Experience is not just something you have.
It is something you pass on."

Ready to start the conversation?

*"One conversation
could change everything."*

GET IN TOUCH

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AVAILABLE FOR

Business Coaching & Consultancy

School Workshops & Keynotes

Sport Performance & Culture

Motivational Speaking

Energy. Experience. Results.