Our Board of Directors



Alex Flint - Chief Executive Officer, It's in Nottingham

Alex is an experienced business director with a demonstrated history of working at board level. He is skilled in leadership, business development, marketing strategy, major sporting event administration and strategic contract management.



Stephen Jackson - Chairperson

Stephen is a qualified accountant with a substantial background in the public and private sectors. He has significant and varied board experience both at executive and and non-executive level working in highly complex business, legal and statutory environments. Stephen is currently a non-executive director in the NHS and at DHU Healthcare. Previously he has held board positions at Nottingham Trent University, within the easyGroup and at Holiday Inn.



Richard Johal - Vice Chairperson

Richard is director of several hospitality businesses including St James Hotel, located near Nottingham Castle. He also has interests in various commercial property assets across the city, including retail, hospitality, office and leisure sectors. Richard is also Chairperson of Nottingham Hospitality Association.



Samantha Gordon - Director & Treasurer

Sam's experience in the sports industry includes Nottingham Forest and Norwich City football clubs. She is currently Chief Financial Officer at Bistrot Pierre restaurant group.



Ben Dorks - Director

Ben is Chief Executive of Ideagen PLC a company of nearly 1,000 global employees and one of the UK's fastest growing technology stocks listed on the London Stock Market.



Jeremy Hague - Director

Jeremy is Director of Knowledge Exchange at Nottingham Trent University, leading teams which support income growth and impact from intellectual property, commercial services, investment, strategic partnerships, and student and graduate enterprise.



Melanie Kidd - Director

Melanie is a senior leader and arts professional working across fine art, design and contemporary craft. She specialises in curation and production, talent and audience development, socially engaged practice, organisational strategy, management and fundraising.



Kelly Marshall-Hill - Director

Kelly's PR experience includes Omnicom and Porter Novelli. She is co-founder and Director of Nottingham PR agency The Tonic Communications.



Natalie Shaw - Director

Natalie has extensive experience in finance, investment banking and property. An alumna of the University of Nottingham, she currently runs a family office investing in commercial property across Nottingham and the UK, with a focus on retail, office, care, and hospitality.



Nigel Wheatley - Director

Nigel is Centre Director at Victoria Centre, he has previously worked at Next, Disney, Selfridges and Hamley's, gaining experience across Europe, India, Vietnam and the Middle East.



Aaron Wilson - Director

Aaron has supported a number of independent businesses within the hospitality and retail sectors, focusing on continuous improvement and delivering key change projects.