



INDEPENDENT  
THINKING.

CONSTRUCTIVE  
CHALLENGE.

BETTER  
DECISIONS.

THE PAUL MUSSELLE  
COLLECTION

VOLUME I

01

EXECUTIVE  
PROFILE

## EXECUTIVE PROFILE

# Paul Musselle

Independent Chair  
Non-Executive Director  
Strategic Advisor  
Former CEO



Building organisations.



Developing leaders.



Strengthening Boards.



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## Executive Summary

Every Board reaches moments when experience alone is not enough. Those moments call for judgement: the ability to ask the right questions, challenge constructively, balance commercial ambition with sound governance and help an organisation move forward with confidence.

Throughout more than four decades, I have been repeatedly trusted to build organisations, restore underperforming operations, develop leaders and guide businesses through growth, change and transformation.

As Founder and Chief Executive, I built a successful multi-million-pound media, broadcast and event production business working with government, global corporations, national broadcasters and international sporting organisations. Earlier, I transformed struggling financial services operations into national leaders, established new regional businesses, led multi-site teams and chaired professional Boards. I have also directed complex international programmes involving seven-figure budgets, globally distributed teams and live audiences around the world.

Today I bring that breadth of commercial, governance and leadership experience to Boards as an independent, commercially minded leader: thoughtful in challenge, practical in judgement and focused on helping good organisations become stronger.

## Around the Board Table

I believe the strongest Boards combine commercial discipline with intellectual curiosity. They create an environment in which robust challenge is welcomed, different perspectives are valued and decisions are made with both confidence and humility.

My role around the Board table is not to dominate the conversation or claim to have every answer. It is to ask thoughtful questions, share relevant experience, support executive leaders and strengthen the quality of collective decision-making.

Lasting success is rarely the product of one individual; it grows from clarity of purpose, strong governance, mutual respect and the willingness to confront difficult issues before they become larger problems.

“

*Strong Boards are built on trust, shaped by challenge and defined by the quality of the decisions they make together.*

”

BETTER BOARDS.  
STRONGER BUSINESSES.  
LASTING VALUE.

INDEPENDENT  
THINKING.

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## Executive Impact

- Built a successful multi-million-pound media, broadcast and event production business serving government, international corporations, national broadcasters and elite sport.
- Repeatedly headhunted throughout a sixteen-year financial services career to build new operations, restore underperforming businesses and develop high-performing leaders.
- Transformed the Manchester branch of Life Association of Scotland from 21st of 22 branches nationally to Number One within twelve months, growing the team from seven consultants to 28 consultants and two managers.
- Progressed from Financial Adviser to Regional Director with responsibility for six regional offices, six managers and 75 advisers.
- Led a pioneering £700,000 global Pfizer event involving 72 production specialists across six international locations, creating one seamless live programme for more than 3,200 participants.
- Directed major national and international programmes with individual budgets exceeding £1 million, including a £1.5 million series of live launch events for Vauxhall Motors.
- Presented and produced more than 1,000 hours of live television and created or developed broadcast formats across the BBC, Channel 4, Sky Sports, Sky Poker, Eurosport and the British Superbike Championship.

## Executive Snapshot



40+

YEARS

Executive  
leadership



6

OFFICES / 75 ADVISERS

Largest regional  
leadership responsibility



26 + 42

EMPLOYEES + FREELANCERS

Business leadership  
at peak



72 / 6

SPECIALISTS / LOCATIONS

Largest international  
project team



£1m+

PROGRAMME BUDGETS

Delivered and  
managed



12,200

LARGEST GLOBAL  
LIVE AUDIENCE

Across multiple  
locations



1,000+

HOURS

Live television presented  
and produced



BOARD MEMBER,  
CHAIR & PRESIDENT

Governance  
leadership

“ The measure of executive leadership is not the size of the organisation you build, but the capability, confidence and culture you leave behind. ”

# Executive Career

A career defined by building businesses, leading people and delivering results across financial services, executive search, broadcasting and entrepreneurship.

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2020 – 2025

## FOUNDER & CHIEF EXECUTIVE

### Giggabox Group

Founded, acquired and led a portfolio of media, broadcast, event production and technology businesses. Built a successful multi-million-pound enterprise recognised for innovation in live, hybrid and virtual event delivery.

- Built a permanent team of 26 employees supported by 42 specialist freelancers.
- Won and retained Ofcom as exclusive event production partner.
- Created innovative hybrid-event technology connecting contributors globally.
- Delivered major programmes for government, global corporations, broadcasters and international sporting organisations.
- Led through significant market change, including rapid reinvention of services during the COVID period.

1998 – 2002

## MANAGING DIRECTOR

### HMD Group (Executive Search)

Founded and grew a retained executive search business operating across the UK. Built a reputation for identifying and placing outstanding senior leaders.

- Successfully placed numerous senior executives across multiple sectors.
- Developed long-term client partnerships based on trust and results.
- Placed first executive into role of National Sales Director; fee £14,000.

1999 – 2010

## BROADCASTER / EXECUTIVE PRODUCER

### Channel 4 & Sky Sports

Created, developed, produced and presented major motorsport programming for Channel 4 and Sky Sports.

- Producer: ASCAR – Channel 4 (2001–2004), British Touring Car Championship.
- Producer: Legends Cars – Channel 4 (1999–2010), building one of the channel's most successful motorsport series.
- Co-Executive Producer & Co-Presenter: The Fastrax – Sky Sports (weekly powersports magazine show).
- Built strong industry relationships and secured future broadcast opportunities.

1982 – 1998

## FINANCIAL SERVICES LEADERSHIP

### Milldon & Co • Schroders • City of Westminster Assurance (AGF Group) Life Association of Scotland (Standard Life Group) • Commercial Union

Progressed from Financial Adviser to Regional Director. Repeatedly headhunted to build new operations, restore performance and develop high-performing leaders.

- Led multi-site teams across six regional offices.
- Recruited, developed and managed up to 75 financial advisers and six managers.
- Proven ability to transform underperforming businesses into market leaders.



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