



**Mr. Matthew Joynes**

*Secretary General*

Matt Joynes is a barrister and sports investment professional. He specializes in e-sports, television production sales, film sales and electronics. Matt works with major technology and entertainment businesses, entrepreneurial finance, capital formation, structuring and securitization services.



He has a BSc (hon) and MA Economics and was called to the bar of England and Wales in 1994 and when not working, follows international sports and enjoys time with his family and friends.