

MR

MATTHEW RANSON

Commercial Brand Strategy

Helping businesses and leaders become clearer, better positioned and easier to choose.

Strategic Advisory Profile



Overview

Matthew Ranson provides brand strategy, positioning, personal branding and leadership positioning support for SMEs, privately owned businesses, founders, consultants, leadership teams and larger organisations.

In simple terms, the work helps businesses and senior people explain who they are, what they do, why they matter and why someone should choose them.

The work can be strategic, practical or both. It may involve clarifying the direction of a business, shaping its market position, improving how a founder or leadership team is perceived, or turning that thinking into useful commercial language for websites, LinkedIn, company profiles, pitch materials and business development.

Typical Questions

- Does our website explain us clearly enough?
- Do we sound too similar to our competitors?
- Is our LinkedIn presence helping or weakening how we are perceived?
- Can people quickly understand what we do and why it matters?
- Are we making sales conversations harder than they need to be?
- Does my personal reputation reflect the level I now operate at?
- Do people understand what I bring beyond my job title?
- Has the business moved on, while the way we describe it has stayed the same?

What I Can Help You With

Business and brand clarity

Clarifying the core proposition, positioning, offer structure, messages and commercial narrative.

Personal branding and leadership positioning

Helping founders, consultants and senior professionals define how they should be understood, remembered and chosen.

Website and LinkedIn messaging

Creating clearer language for websites, LinkedIn profiles, company pages, service descriptions, biographies and introductory copy.

Strategic workshops

Facilitating structured sessions around positioning, leadership alignment, brand narrative, proposition development and business clarity.

Advisory support

Providing senior thinking for organisations entering periods of growth, change, repositioning or increased market scrutiny.

Experience

Matthew has more than 25 years of experience across the UK, Middle East and international markets. His work has spanned energy, infrastructure, real estate, hospitality, tourism, investment, industrial sectors, professional services, education and founder-led businesses.

That experience allows him to bring senior, international brand and strategy thinking to organisations of different sizes, including smaller UK businesses that need sharper positioning, clearer messaging and more commercially useful content.

When to Call on Matthew

- When a business needs clearer positioning before investing in a new website or marketing activity.
- When a founder, owner or senior professional needs a stronger LinkedIn profile or leadership narrative.
- When the business has grown but the way it describes itself has not kept up.
- When services, offers or audiences have become too fragmented or difficult to explain.
- When a leadership team needs an external strategic view before making brand, communications or market-
- facing decisions.

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Let's start with a conversation.

Every engagement starts with understanding the situation, not proposing a solution.

Whether you're navigating growth, repositioning, leadership visibility or commercial clarity, the first step is simply a conversation.

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