

# Matthew Allen

Director of Business Development & Marketing

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**Smartly aligning Bidwells' BD and marketing strategy with business objectives, Matt has positioned Bidwells at that heart of its target markets.**

A huge believer in the potential of the Oxford to Cambridge Arc, he has spearheaded Bidwells' strategy to become the go-to advisor across the region. His ability to swiftly build networks help him develop close relationships with the key players driving the vision for the Arc.

A highly regarded property marketing leader, Matt has a track record of delivering brand and business growth across the commercial, residential and rural sectors. This experience has helped him transform the effectiveness and recognition of Bidwells' BD and marketing team.

He focusses his energy on thought-leading campaigns that define Bidwells in its chosen markets - projects that have won a succession of international and property market awards on the back of the business opportunities and government engagement they have created.

With natural enthusiasm and confidence, Matt has helped galvanise Bidwells behind its group strategy. Working closely with the main board and operating group, he ensures divisional plans are aligned with the objectives of Bidwells group to capitalise on areas of strength and accelerate areas of growth.