Kezie

MAITLAND MURRAY

KEZIE CONSULTING · CORPORATE DEVELOPMENT

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YOUR FIRST ACQUISITION, DONE PROPERLY.

Fractional corp dev for founders new to M&A: one or two days a week, with the know-how left in your team.

CAREER

Jun 2026–now — **Corporate Development Consultant, Kezie Consulting**

Octopus Legacy · Head of Corporate Development. Lead enterprise B2B2C partnerships, signing a leading pension provider and wealth manager with millions of members. Support JVs, new verticals and a 20-strong enterprise sales team.

The Aurora Group. Turning the SEND White Paper into strategy for a national schools provider (2,000 staff, 26 sites).

2024–2026 — **Corporate Development, Octopus Legacy.** First M&A hire, promoted twice to Head of Corp Dev in two years. Won Group board backing for M&A, then led 8 acquisitions as headcount grew from 30 to 300.

2022–2024 — **CODE Hospitality.** Membership Manager at the hospitality-tech start-up that acquired the Good Food Guide.

2020–2022 — **Defra.** Senior Policy Advisor, agrifood trade.

CASE STUDY · OCTOPUS LEGACY

FROM NO M&A FUNCTION TO MARKET LEADER

No deal team and a sceptical Group board. I mapped 400+ firms, won the board's backing, then built the whole engine: origination, valuation, due diligence, negotiation and 100-day plans.

8	10x	400+	#1
deals in ~18 months	headcount, 30 to 300	firms mapped	market leader

A GOOD FIT IF YOU

- Run a founder-led food & drink business
- Are weighing your first acquisition or partnership
- Don't have an in-house M&A team yet
- Want to build the capability, not rent it

HOW I HELP

1. **Should you buy at all?** Test M&A against partnerships and organic growth.
2. **Map the market.** A target universe your board will back.
3. **Build the pipeline.** Origination, screening, outreach and a tracker your team runs.
4. **Find and structure value.** Valuation, deal terms, due diligence and 100-day plans.
5. **Hire your corp dev lead.** Shape the role and run the interviews.

HOW WE WORK

Day rate, one or two days a week, usually 3–6 months, through your first one or two deals.

WEEK 1	MONTH 1	FIRST DEAL
Deal thesis and market map	Live pipeline and shortlist	A playbook your team owns

> *"He is an absolute machine. [Maitland] basically single-handedly tripled the value of Octopus Legacy. Pound for pound, one of the most impressive people we have across the group."*
>
> **Simon Rogerson, Founder & CEO, Octopus Group**

PLANNING YOUR FIRST DEAL? LET'S TALK. maitland@kezieconsulting.com · +44 7901 853 859