



Statement in support of nomination – 400 – 1000 words

Once completed, please email (with your nomination form) to ashley.brown@thefsa.org.uk

Your Full Name: David Stonehouse

Your Statement:

Personal background:

- Tyneside born & bred, NUFC season ticket holder through good & tough times since late 1980's. Was not much of a footballer in my youth!
- I have a business background; trained as a chartered accountant, am a former partner of accountants PwC, spent 6 years in football – FD of Sunderland then CEO Newcastle United, so have historic knowledge of how football works from the inside. Am therefore well placed to understand the interests of all stakeholders at the Club.
- In 2003 I co-founded, was CEO and then chairman of what we built to be a successful national IT services business, Technology Services Group Limited employing nearly 400 people. In building that business we made many mistakes but ultimately quality staff, focused on solid core principles of fairness and integrity brought success. Exited that business in 2024 as sold to private equity backing the management team I had built.
- Now fully retired and if I become an NUST board member it will be my only commitment outside of enjoying life, family, following NUFC, a bit of golf and travelling.

Relevant football interest and experience:

- During my brief (under two years) tenure as CEO of Newcastle United, there is one specific achievement which I believe relevant to mention here which is that I set up Steve Wraith as the Club's first Fans Liaison Officer to begin to improve relationships and communication with supporters in the aftermath of 'Save Our Seats' and 'Toongate' (both of which pre-dated my tenure at the Club).

- From my total of 6 years in senior roles at two local passionate football clubs, I gained an invaluable understanding of the importance of honest communication with supporters is to success a football club. I also understand that discretion is required in determining what should be shared. Many football supporters are very knowledgeable about their club, bright and successful in their own fields and deserve openness and honesty from the club in return for their unwavering support.
- From a football fan perspective, I've watched the Club since the days of Wynn Davies, Jim Iley and Pop Robson via the exciting young talents of Gascoigne & Waddle, the Entertainer years, the chaos, some hurt and lost years after, a number of disappointing Wembley appearances and the fantastic experience of the first final I've seen where we really turned up at Wembley last March. Most home games, the occasional away ones and some great European trips (often despite results).

Am I what you're looking for?

I set out below what I think may be relevant skills or experience which were highlighted in the candidate brief you provided:

- **Excellent oral and written communication:**
 - Throughout all my senior career I have presented, both written and orally to staff, clients, authorities, investors and all types of stakeholders on matters relevant to those audiences. Often needing to tweak style, content and tone to address different audiences with the same core messages.
 - This has included direct written and oral interaction with supporter groups at both Newcastle United and Sunderland football clubs as well as on television and radio.
- **Digital and technical skills:**
 - Despite being a founder, CEO and Chairman of an IT services company, I am not a digital/IT technician. However, having worked in that sector I am reasonably well versed in what technology can bring and still know many NUFC supporters who can help deliver.
- **Organisational and project skills:**
 - As a senior manager/director of a range of service focused businesses I have led and participated in projects to deliver change – whether improved customer experience, introduce new processes, change structures, drive efficiency or improve communication.
- **Collaborative mindset:**
 - Success in the role of a chairman or chief executive of a business and

delivering growth, which I did for around 25 years, required listening to the stakeholders and weaving a path to deliver common goals.

- **Commitment and integrity:**

- On retiring last year I came off LinkedIn as did not want to consider any further roles. Should I become a board member of NUST, it will be my only non-family/leisure commitment; something I will not undertake lightly, but with a commitment to deliver, as I demonstrably did throughout my working career.
- Fundamental to my professional career was integrity – from corporate governance, where I strong advocate of pragmatism over process through to assisting with sensitive, sometimes personal challenges of those within my teams.