

## Candidate's Statement

It is suggested you cover the following areas in not more than 500 words

- i) Personal Details and Experience
- ii) Commitment to Cardiff City Football Club and the aims of the Supporters' Trust Movement
- iii) What are the priorities that you would help the Cardiff City Supporters' Trust achieve over the next year.
- iv) Any additional points

The Candidate's Statement must be completed and returned to:  
**CCST Election Committee, P.O. Box 2585, Cardiff, CF23 0LQ or by email to  
members@ccfctrust.org to be received by 15<sup>th</sup> April 2026**

### i) Personal Details

#### PERSONAL BACKGROUND & EXPERIENCE

I am a Senior Business Analyst and Product Owner at a Private Bank. Throughout my career I have worked directly with stakeholders at every level, from frontline colleagues to chief executives, navigating complex, high-pressure environments where clarity, accountability and structured thinking are non-negotiable. I know how to ask the right questions, challenge decisions constructively, and drive meaningful change through process and evidence rather than noise. All of this will also come with a strong level of governance.

#### COMMITMENT TO CARDIFF CITY FC & THE TRUST

I have held a Cardiff City season ticket for close to twenty years. This club is not an abstract cause for me — it is something I have shared with my friends for many years, and wish to do so with my children. I want them to inherit the club in a stronger, healthier state than it finds itself today. The Trust exists to be the authentic, independent voice of supporters, and right now that voice needs to be considerably louder. The club carries a level of debt that represents a genuine threat to its long-term survival. Senior leaders have repeatedly failed to communicate openly with supporters and I believe we have reached a point where goodwill and patience, without accountability, are no longer sufficient. We haven't see the Owner in a number of years, whilst public communication from the CEO and Chairman has been non-existent since early Autumn. A famous quote noted doing the same thing repeatedly, whilst expecting a different result, is the definition of insanity. The Trust must raise its ambitions and alter its approach to match the scale of the challenge.

#### PRIORITIES FOR THE YEAR

If elected, my first priority will be to commission a full membership survey to properly understand who our members are, what they believe, and where they want the Trust to focus its efforts. Decisions made without that foundation are decisions made in the dark.

Second, I will push for a fundamentally sterner posture towards the club's senior leadership. The era of appeasement must end. As a starting point, I will advocate publicly and persistently for the club to publish its failed 2025 end-of-season review, which supporters have a right to see.

Third, and most critically, I will campaign for Vincent Tan to honour his long-standing promise to leave the club debt free — beginning with a significant and concrete programme of debt-to-equity conversion, targeting a reduction of no less than fifty percent by 2028. The Trust should be saying this clearly, consistently and on the record. I intend to make sure it does.

Lastly, I come from a background of IT change and procurement, whether APPs or company software. I will support the trust in it's plans to roll out Electronic voting to members, and help modernise areas such as social media or the website, where appropriate.

You are welcome to use your own format within the maximum 500 words if you so wish