

## PARISH COUNCILLOR MATT CLIFTON

### WRITTEN STATEMENT

My wife and I moved to Staplehurst in 2013 from London, having felt the pull from the garden of England, allowing us to be closer to family and friends. In 2016 our little family grew by 1 and our son is now happily running around and causing chaos at St. Ronan's.

Professionally I have held a variety of sales and marketing roles since 1998, including the Financial Times, and more recently I was one of the first employees at Facebook outside of the US, enjoying a 12-year tenure as Head of Business Product Marketing for the small and medium size business division across Europe, Middle East & Africa. In 2019 I followed my passion for small businesses, community and the environment to take on a CEO role for the UK's largest hemp, CBD & medical cannabis expo. With the challenges presented by COVID we diversified the business to include a marketing agency, cultivating the growth of an industry that is good for the planet and all of those who inhabit it.

If I see a problem, whether it is mine or someone else's, I like to roll my sleeves up and do what I can to help. There are a number of areas that I am keen to support in the community. Outside of specific opportunities, I want to help make the parish council more accessible and engaging to the public. If you see me in the street, please say hello. I would love to hear from you!