



NICHOLAS COLLINSON

SKILLS AND ABILITIES

Having spent most of my career with one business, Neva Consultants, my key skills are broad, ranging across the main disciplines of finance, technology, marketing, sales, relationship management and business strategy. My varied working background within Neva Consultants has thrown me into many challenging positions, tested my abilities to learn quickly, make decisions and bring people along with me at the same time. I possess a depth of experience and diverse range of skills in the technology, fintech, blockchain and finance marketplaces and specialise in enabling sales through digital transformation for businesses of all sizes.

CURRENT EXTERNAL APPOINTMENTS

Guernsey Chamber of Commerce: Having been an active member of the chamber since 2021 I was proud to be elected as director in June 2025, and now serving as Vice-President, my role is primarily focussed on technology and innovation in the business community.

Guernsey Innovation Board: Deputy Sasha Kazantseva-Miller made me aware of the role in early 2025 and said I could be well suited to contribute to the innovation desires of the Guernsey Government. I was proudly appointed in April 2025 and now have an active role as board member using my skills to encourage, instil and develop innovation in Guernsey.

WORKING LIFE

Alnistar Ltd – (alnistar.com) Business Consultancy [July 2020 – >]

Initially incorporated in Malta, where I was resident following the sale of Neva Consultants, Alnistar is incorporated in, and operates from, Guernsey. A boutique business technology consultancy serving clients across various sectors. Some key partners and clients are detailed below.

The Alnistar client portfolio includes.

- **CoEfficient Limited – (coefficient-solutions.com) Sales and GTM [Jan 2026 ->]**

Leveraging my sales and go to market experience, especially across the UK, the mix of the technology-based SaaS platform and human centric wellbeing that CoEfficient delivers, matches my ethos of supporting change management through digital and business transformation.

- **Banxlocal.uk Ltd (banxlocal.uk) – Commercial Advisory [July 2023 ->]**

Banxlocal.uk is a UK based fintech company founded in 2023. Built on the foundations of a current business, Alnistar was engaged to support the delivery of a network of multi-bank branches across the UK partnering with existing banks and utilising a leading-edge digital technology solution.

- **TVVIN Hold Co Ltd (tvvin.com) – Board Advisor [June 2023 ->]**

Alnistar was engaged to create and establishing business process for this innovative Guernsey company which will produce a new suite of licenced stablecoins and tokenise other real-world assets, utilising the power of blockchain, to make existing illiquid assets more flexible and powerful.

- **Digital Asset Management Ltd (damex.io)– Strategy Advisory [Jan 2022 ->]**

As an advisory Alnistar provides support and drive to this rapidly growing and ambitious company based in Gibraltar. The digital asset world opens many opportunities, and vision and business experience are well suited to this fast-paced environment.

- **LeaseTeq AG (leaseteq.ch) – Board Advisory [June 2022 ->]**

Innovative, fully digital, Swiss based car leasing company engaged Alnistar to assist the company expand beyond Switzerland and into Germany, Belgium, Austria and Poland. Additionally, to aid in expanding the product portfolio and investigate how best new technologies can be used in this industry.

- **TSG Tech Ltd – Blockchain Advisory [November 2024 – November 2025]**

Engaged on a one-year contract to develop an innovative tokenomics ecosystem for a sports ball tracking mobile phone-based app through blockchain technologies.

- **IAMX AG (iamx.id) – Innovation Advisory [February 2022 – February 2023]**

Fulfilling the Innovation role for a one-year contract to specifically develop this Self Sovereign Identity (SSI) project Alnistar had responsibility for the development of partnerships to bring the correct funding and capital liquidity required to roll the business out across the web3 space.

- **MELD Labs PTE Ltd (meld.com) – Partnership Advisory [March 2021-March 2022]**

Singapore based DeFi lending and borrowing platform required an innovative approach to partnering with suitable companies and service providers. Alnistar successfully closed over £30m worth of partnership and funding deals in this frontier technology space.

PERSONAL PROFILE:

I am a lively, intelligent, friendly person, young at heart, who thrives on interaction with people whether in a business capacity, sales or advisory role or simply as a friend...

Having a diverse range of experience in my business life equips me as an excellent problem solver, always composed and reliable and able to deliver.

I am a well-connected, professional businessman, capable of working alone and enjoying working as part of a team. I pride myself on being able to inspire others to perform to their best ability, always leading from the front but with compassion and empathy.

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DOB: 12th May 1965

HOBBIES & INTERESTS:

Travel, Walking (especially with my dog, Barney), Eating Out, Family Life. I enjoy most sports especially Golf, Swimming and Tennis. I am also a keen spectator of Football, Cricket & all types of Motor Racing.

Neva Consultants Group – Sales and Commercial Director [1992–2020]

Principally Neva Consultants was a finance and leasing business, with a technology focus. It delivered innovation into the motor industry for its own use and under licence to key partners. I headed up the business by taking various key roles overseeing, managing and directing the growth and evolution of the organisation. These key roles are outlined below.

- **Sales Director [1992–1996]**

Established the company and headed up the business leasing sales department dealing directly with corporate and SME clients alike. Courted, nurtured and maintained key major accounts and developed corporate sales channel delivering more than 10,000 vehicles per year.

- **Project Director (Concilium Ltd) [1994–1999]**

As the internet started to become a workable tool, I identified the opportunity to harness this and deliver a platform for vehicle procurement by ordering online from suppliers, as well as managing the order progression of customer vehicles. Taking a hands-on approach to the development cycle, heavily involved in the design and architecture of what became a market leading system. Concilium became a source of revenue for Neva by rolling out a licencing (SaaS model) to similar businesses operating in the same sector.

- **Franchise Brand Director [1999–2004]**

The Concilium platform allowed me to identify the opportunity to develop the Neva brand as a franchise-able product. Delivering our ‘office anywhere’ platform this sales channel was developed quickly into a brand that accounted for 50% of the new vehicles Neva delivered annually

- **Corporate Sales Director [2004–2009]**

Returning to the role of corporate sales director I developed the channel further by introducing new ancillary products and services such as fuel cards, daily rental, and vehicle telematics to the corporate client base, as well as increasing the overall sales performance.

- **Operations Director (Neva Cars Ltd) [2001–2010]**

As the Neva brand developed so opportunities to diversify arose, one significant diversification was the acquisition of a used vehicle operation. Specifically retailing end of lease vehicles that had been supplied new by Neva, the operation ran profitably and smoothly under my guidance for 9 years until changes in disposal policy by the lenders due to the credit crunch meant supply of vehicles via this route ceased to be viable.

- **E-Fleet Product Director (Neva Services Ltd) – [2008–2014]**

As with the Concilium project, a hands-on approach was needed to deliver the innovative E-Fleet system, a full online customer portal which was built directly into the existing Concilium system. Customers, for the first time in our industry, were able to interact with their fleet directly, make contract requests, order online and communicate electronically (securely) with their account management team. A large proportion of this development cycle was spent engaging with customers to establish their requirements and monitoring usage patterns.

- **Sales and Marketing Director [2011–2015]**

As the importance of the internet grew in the leasing sector for cost effective lead generation the advertising and marketing of the business products and services needed a more direct, managed and considered approach. I assumed full responsibility for the brand itself as well as managing marketing spend and directing publication of all company output. This included a managed delivery of PPC campaigns for the inhouse sales teams as well as the franchise operation, and included exhibition displays, printed and digital media and the production of marketing and POS material. During this period, I also designed, oversaw and delivered a full rebrand of the company’s corporate identity which included updated logos and imagery and a refreshed mission and vision whilst bringing on the staff with a change to the company ethos.

- **Sales Director (Neva.Direct Ltd) [2015–2018]**

Launching the ‘retail focused’ online brand, neva.direct, was the next development on the Neva story I oversaw. Specifically tailored towards the increasing demand for leasing from private and personal clients, a new website, new identity and entirely new sales process was developed. Quickly gaining traction to deliver significant numbers of key products with chosen finance partners whilst maintaining Neva’s reputation for high quality service and customer care.

- **Director (Neva Consultants Holdings Ltd) – [2018–2020]**

There are wide variety of roles within the Neva Group that I fulfilled over a 28-year tenure. The final task was to oversee the merge of the business into the Fleet Alliance Group in the lead up to the final sale and handover. I took responsibility for overseeing the alignment and synergy throughout this transition from both a cultural and business processes aspect.

- **Senior Partner (Neva Assets LLP) – [October 1999–Present]**

Senior managing partner of the holding entity, principally overseeing all aspects of the property side of the business. This involved historically managing tenant relationships and property management, now primarily overseeing the disposal and redevelopment of the properties.

FURTHER WORK EXPERIENCE – concurrent and prior to Neva Group

Wealden District Council – Councillor [May 2011-March 2021]

Standing for election in 2011 against an uncertain political landscape was a major step, however, I was elected with a large majority and won a second and third term elections in 2015 and 2019 increasing this majority each election. I served in a cabinet position for 6 years from 2013 to 2019 and implemented many innovative changes, especially in the digital transformation program for the council which saw almost all services rolled out electronically and for which I was the portfolio lead from my cabinet appointment in 2012.

Hailsham Forward CIC – Chairman [2014-2020]

Bringing my business experience to a CIC established to bridge the private and public sector actors in the town of Hailsham was recognised as essential and fulfilled my altruistic needs to 'give back' to the town.

Chapter 12 Wine Bar Ltd –Owner/Director [2012–2019]

My desire to improve the facilities in Hailsham led me to open a brand-new bar and restaurant in the centre of the town. Employing 20 staff and offering a full menu the bar was quickly a big success in the town.

Hailsham Town Council – Councillor [2011–2019]

The role at Hailsham Town Council saw me installed as leader of the Conservative Councillors Group, and responsible for strategic planning and delivery of key services the council provide.

The Wealden Eye Magazine – Proprietor [2013–2018]

Buying this local magazine to save it from closure, I rebranded and relaunched it. Increasing circulation, readership, and publication size the magazine in the process to make it an asset to the local community by providing a platform for businesses and community groups to share information across the town.

Frosts Cars (Vauxhall) – Sales Executive [1990–1991]

Switching from Ford to Vauxhall I integrated into the business and was awarded best finance salesperson and soon moved 'off the floor' into an role dealing with export (Tax Free) sales.

Crystal Ford – Sales Executive [1987–1990]

Initially engaged in used vehicle sales, was soon moved into the prestigious RS side of the business. Consistently awarded top salesman of the month.

ATS Yorkshire Ltd – Office Manager [1984–1987]

In charge of booking HGV and LCV fleet tyre repair and replacements. Operating the fleet accounts this provided me with a solid grounding for excellent customer relationship management skills.

Berwick Service Station – Apprentice/Mechanic [1981–1984]

Full apprenticeship studying motor mechanics and vehicle repair, focused on mechanical and engineering.

EDUCATION

Eastbourne College of Further Education [1981-1984]

City & Guilds Motor Mechanics (Day Release), passed with distinction

Heathfield Community College [1976-1981]

Academic: 'O' Levels achieved in Mathematics, English Language, English Literature, Chemistry, Physics, Geography & History.

Sport: Active Team Member in Football, Rugby, Cricket Athletics.

VOCATIONAL EDUCATION AND TRAINING (CPD)

FCA Compliance for Senior Management [2014 – 2019]

Foundation and advanced courses concentrating on the oversight and management of the compliance responsibilities and adherence to them, in operating an FCA regulated business. Subjects included KYC, AML and interpretation of principle-based compliance.

British Vehicle Rental and Leasing Association (BVRLA) [1996 – 2019]

Training for Senior Management specifically including Compliance, Marketing, Selling (Distance regulations and TCF), Finance, Accounting.

Leaseplan AID (Annual Industry Development) [2000 – 2019]

Industry focussed sales and management skills.

Lex Autolease Annual Development Training [1999 – 2019]

Industry focussed sales and management skills development.

Arval Industry Training [2002 – 2019]

Industry focussed sales and management skills development.

Wealden District Council [2011 -2021]

Presentation Skills, Public Speaking, Speech Writing, Local Government Accounting, Public Service Relationship Management Skills, Complaint Handling, Customer Service, Vulnerable People Skills.

Gentle Persuasion [1990-1991]

Sales and Marketing, Self-Promotion, confidence in selling. Sales Management and Structured Sales approaches.

Pendle Sales [1988-1990]

Structured selling, script and technique management. Sales Management skills.

