

trainer bios

building a world class advisory practice



Martin Brown
CEO
Elephants Child

Martin helps UK SME businesses grow the value of their business.

During his career Martin has been an entrepreneur, partner, GM, MD, CEO, HOO, and business developer. His passion is to help clients grow with value and create successful outcomes to stimulate and enable their lives.

Martin has pioneered a way of thinking, a growth framework to focus business leaders to; drive value, achieve high impact growth, accelerate business development and enjoy profit. Underpinned by a BA (Hons) degree in Business and Finance from Southampton Solent University, and MBA from the University of Southampton.

Outside of work he enjoys the nonsense of socialising with friends and is keen to get back to cycling and the gym.



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Nick Hunt
Chief Sustainability & Impact Officer
Elephants Child

Nick is a senior business leader with more than 15 years' experience across a variety of roles in FTSE100 business St. James's Place Wealth Management (SJP), most recently as Director of Strategy & Proposition. A qualified investment professional, Nick has a wealth of experience in coaching and leading teams across a range of technical and commercial roles in a business that works closely with a population of more than 4,000 SMEs. Bringing a blend of clear communication, analytical skills and creative problem-solving in his approach, Nick also has extensive governance experience, as both an executive and non-executive director / trustee of a variety of boards and charitable organisations and time spent as Director of Risk & Compliance at SJP.

A passionate advocate of business as a force for good, Nick has played a leading role in the development of sustainable and responsible business strategies that drive real value, showing what can be achieved through a focus on people, planet, community and a healthy dose of curiosity! Nick brings that experience to bear in supporting SME business owners across a variety of sectors to develop their own sustainable growth strategies that fully integrate both the opportunities and risks presented by ESG (Environmental, Social & Governance) considerations, establishing the firm foundations for resilient and future-proofed organisations, with clear strategic intent, that can thrive for decades to come.

An award-winning craft brewer, Nick is also Co-Founder and Chief Beer Officer of Cotswold Lakes Brew Co. a sustainability-led microbrewery based in the beautiful Cotswold Water Park where Nick lives with his young family.

In his spare time, when not being kept busy by his two daughters' hectic social calendars you will likely find Nick out hiking in the beautiful Cotswolds or playing piano on stage with one of his bands.



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Danni Brotherston
Program Director & Business Growth Advisor
Elephants Child

Danni is a senior business leader with over 12 years of experience in financial services, culminating in her most recent role as Director of Advice Policy & Development at St. James's Place. Her expertise spans investments, product development, and financial advice, and she has a proven track record in growing, developing, and leading teams across diverse technical and proposition roles. Beyond the corporate landscape, Danni also brings valuable startup experience, with a focus on operations, sustainability and BCorp.

A pragmatic and energetic professional, Danni is renowned for her strategic mindset and ability to grasp the bigger picture. Thriving on embracing new challenges, she is dedicated to making a meaningful difference in every endeavour. Her excellent organisational and communication skills, coupled with her adept problem-solving abilities, enables her to consistently deliver successful outcomes for clients.

In her capacity as Program Director, she spearheads initiatives to establish new routes to market and develops programs tailored to best support SMEs on their growth journey. This includes crafting bespoke courses, fostering learning and development, and working with our strategic partners to optimise their client propositions and facilitate sustainable growth. As a Business Growth Advisor, Danni works with SMEs on their growth journey, with a keen emphasis on ESG and sustainable business practices. Her passion lies in delving into the core purpose of businesses, formulating strategic plans, and implementing changes to drive tangible results for clients.

When not juggling work with the demands of raising her two young children, Danni finds solace outdoors, tending to her menagerie of animals and attending live music whenever she can.

