

# Matthew Ashley Morris

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## Professional Profile

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An enthusiastic Masters graduate with extensive research, communication and written skills. Having authored papers/articles on the [implementation of public policy](#) and [evidence-based policy making](#). Active member of the Political Studies Association (PSA).

- Combined my research, data analysis, written and organisation skills to author several papers and articles over 12 years on UK Public policy with titles such as "[Why is policy implementation so difficult?](#)" ([matthewashley.co.uk](http://matthewashley.co.uk))
- Working collaboratively with colleagues as lead supervisor at Sainsbury's, I increased customer service scores, achieving a target of 60% customer satisfaction across the store.

## Education and qualifications

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2016–2018 Queen Mary University of London

### **MSc International Public Policy – Merit**

Modules Completed: International Public Policy: Concepts and Practice, Globalisation and the International Political Economy of Development, Theories of the Policy-making Process, Implementation and Evaluation and the Dissertation.

2012–2016 The Open University

### **BA (Hons.) Politics, Philosophy and Economics – 2.1**

*Economics Project:* What were the main strengths and weaknesses of the EU carbon trading scheme at Phase 2? An economic analysis

*International Relations Project:* In what ways is security still central to other areas of international relations?

2008–2010 Oxford Brookes University, Oxford, Oxfordshire

### **BSc (Honours) Motorsport Technology**

2005–2008 Hertford Regional College, Turnford, Hertfordshire

### **EAL (EMTA Awards Limited) Advanced Engineering Diploma- Pass**

2000–2005 Southgate School

### **9 GCSEs including Maths, English and Science**

## Expertise

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### Research:

- Whilst studying towards my MSc I researched various approaches to the policy process such as top-down, bottom-up policy implementation and at 'street-level' where policy implementation is in the hands of citizens and where discretion or principal-agency is a significant feature
- Analysed qualitative and quantitative data. Making the case that brief and unexpected events can establish a platform for disadvantaged, or disempowered groups to advance a policy issue
- Used the case of the Grenfell Tower Fire, where post-event and after years of campaigning Grenfell Action Group brought attention to the issue of fire safety in Tower blocks
- Concluding, that disadvantaged groups have to make effective use of time, money and various other resources to keep an issue at the top of a policy agenda.

### Teamwork & Leadership:

- Whilst studying International Public Policy, I undertook a task that involved working collaboratively to discuss targets in the evaluation of public policy
- Communicating effectively with my team I used my leadership skills to answer the assigned question, "what are the strengths and limitations of targets in the public sector?"
- Concluding that with the rise of New Public Management in many EU countries, demand for financial auditing and targets increased.
- Due to the research I conducted we were able to conclude that although the use of targets has advantages (this can be clearly seen in the UK), the unintended consequences of any disadvantages can be significant, as was the case with the Grenfell Tower Fire.

### **Active Listening and Social Perceptiveness:**

- Attended a panel on behavioural public policy and administration. Discussing how a decade after Thaler and Sunstein's seminal publication "Nudge: improving decisions about health, wealth, and happiness" (2008) research on nudging as a policy instrument has progressed
- A presentation was delivered by Van Deun et al., in Cardiff, who delivered their paper "Nudging in Public Policy and Public Management: A scoping review of the literature".
- Engaging with presenter Ellen Fobé I asked the question, what percentage of the studies in their scoping review mention the desired outcomes of nudge policies, which is often neglected from most nudge literature

### **Innovation:**

- As Managing Director of Novenet Limited, I increased sales by 30% by creating a unique service for our brand The MonkeyPC, called MonkeyCare. This provided a service to clients less technically able, or with time constraints.
- This service provided clients with their own domain and blog set-up in minutes. Becoming the first hosting company to support client's post-software installation with code edits, and software upgrades.

## **Professional Experience**

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### **Policy Tracker, Volunteer Researcher, London**

Jul 2019 - Present

I upload, edit and research how much progress has been made on each promise from the government's election manifesto. My written research is guided by; being inclusive, using simple language, being friendly, non-judgemental, and independent.

### **Sainsbury's Supervisor, Customer Service, London & Oxford**

Jan 2010 – Present

Supervisor for 32 checkouts in a large busy store, using my retail experience I achieved 100% on the mystery customer measure numerous times helping the store to reach its targets. I have built effective working relationships with all colleagues. As an experienced member of staff, I assist managers with end of trade and mentor new colleagues starting in the department.

## **Positions of Responsibility**

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### **Novenet Limited, Managing Director, London**

Mar 2010 – May 2015

Developed effective marketing strategies and delivered complex design projects for clients. This resulted in record breaking sales and extensive media coverage in a popular web design magazine .net and hostzine.

### **Pastilles Networks, Managing Director, London**

Dec 2005 – Mar 2010

As Managing Director of Pastilles Networks, I was in charge of day to day running of the company. Providing computer services, handling accounting, updating the website and supporting customers.

## **Additional skills and achievements**

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### **IT and Personal Skills:**

- Confident with Microsoft Office, Joomla!, Ubuntu, Excel, Google Shared Documents, and Dropbox
- Ability to apply critical thought processes constructively.

### **Recognition:**

- IAPSS Study Trip to Brussels March 2016/Paris November 2016 (Certificate of achievement)
- Europe and the Return of Geopolitics (CPD)
- Right vs Might in International Relations – FutureLearn.

### **Interests and Hobbies:**

- Active member of Rethinking Economics (rethinkeconomics.org)
- Strong interest in languages, currently learning French to (C2 Fluency)
- Member of the Political Studies Association.

**Full CV available along with certificates: [cv.matthewashley.co.uk](http://cv.matthewashley.co.uk)**