



FROM FORMULA ONE TO FOOTBALL AND NOW FUNERALS – PURE CREMATION GROUP’S LATEST APPOINTMENT ADDS EXCITING NEW LAYER OF EXPERTISE

Pure Cremation Group’s newest appointment Matthew Reynolds is no stranger to high profile wins having helped steer sports teams to victory in both Formula One and football.

For more than a decade, the IT expert has enjoyed an exciting career which has seen his work contribute to Renault’s F1 double World Championship win in 2010 and Southampton Football Club’s promotion to the Premier League in 2012.

And now Matthew is looking to replicate this success in his new role as Managing Director for Technology and Business Services at Pure Cremation Group, by transforming its IT offering.

Since Pure Cremation Group began its journey in 2015, the company has gone from strength to strength and has been instrumental in reshaping the funeral market in the UK.

Not only was it the UK’s first dedicated provider of direct cremation with its own crematorium, Pure Cremation Funeral Planning became the UK’s number 1 funeral plan provider in 2021.

Matthew’s skill set will inject a new layer of expertise within the business, unique in the funeral industry.

Since taking up the position in March, Matthew has been working on his vision for Pure Cremation Group to build ‘customer first’ services that keep everyone informed and provide real value to its clients.

With a broad range of industry experience where performance is everything, Matthew said his move to Pure Cremation Group presents another exciting challenge which will allow him to take all his experience and knowledge to benefit the independent, family-run business.

“My background is not in the funeral market, but what I bring is a fresh look at how people and process can come together with technology to enable new ways of working,” said Matthew. “I am thrilled to have joined such a progressive and innovative business and I feel that my experience will help them achieve their ambitious plans to continuously improve the customer journey and to expand further.”

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After graduating from Sheffield Hallam University in Computer Aided Engineering and Design, Matthew spent his career working in IT, initially at Arrows Grand Prix International before moving to BMW Williams F1 and then Renault’s F1 team.

In 2011, he joined Southampton Football Club and spent four years as Head of IT, followed by four years as IT Director where he delivered a new data and insights capability, focused on performance science, team tactics and player recruitment.

He added: “Formula One gave me a solid understanding working in an engineering, manufacturing, and racing environment. Moving to a Premier League football club built on this further and gave me experience in conference and events, retail, sports science, an academy and a non-profit charity. All this experience has been invaluable and instrumental in building a hugely successful career.”

In 2019, Matthew moved to the Maritime and Coastguard Agency as Executive Director of Information Technology, where he was responsible for digital, data and technology services for Her Majesty's Coastguard, UK Maritime Services and Future Maritime Technologies.

In this role, he delivered a digital transformation, which saw a raft of new services and a brand-new data capability for the agency as well as overseeing IT operations for the National Emergency Service.

He successfully applied his knowledge, scaling what he had implemented over the years and turned around the function, resulting in a department aligned to the business needs, which could move at pace.

Matthew said: "What attracted me to Pure Cremation Group was not only its commitment to the customer, but also the huge potential of where we can take the business.

"Pure Cremation Group is a huge success story in its own right and I am looking forward to playing my part in taking the business to the next level. To this end I will be implementing new systems and modernising the IT offering to ensure it can meet the needs of its growing client base as it continues to expand.

"Pure Cremation Group is at the cutting edge of the funeral industry and through the delivery of a new website and more up-to-date processes, I am confident the business will enjoy even more success in the years ahead."

Catherine Powell, Customer Experience Director at Pure Cremation Group, added: "We are delighted to welcome Matthew to the Pure family, and we are confident he will be a real asset to the business. "Pure is committed to developing and constantly improving its services, to remain as a market leader in the funeral industry. But we understand that to be successful, we must have the right people at the helm of each business discipline, which is why we are very excited by our latest appointment."

Editor's Note: For further information contact Celeste Clarke at Century PR on 07799064066 or email