

# Another CEO... in the back of the net!

Recruitment Consultancy Cork Griffiths has made the strategic link between Altrincham based Sports Chick Holdings and the company's new CEO, Alan Horridge.

Alan Horridge is well-known as the entrepreneur who took over Americana, the Manchester based fashion wholesaler, high profile for owning the brands Hooch and Bench. During his time there the company grew to a £40m turnover business.



After Alan left Americana, he started to look for non-executive roles that would provide him with a serious challenge. Despite his background being in fashion retail, he was considering a range of options from a number of industries. He also contacted Paul Griffiths at Cork Griffiths as a good source of NED and MBI opportunities in the north-west.

"Paul was instrumental in introducing me to David and Heather Brint, the joint force behind Footie Chick" explained Horridge. "My role is to help them drive this exciting business forward through developing Footie Chick, the brand for women who play, watch or dream about football".

Paul Griffiths has known the owners of Footie Chick for many years and was glad to put them in touch with Alan Horridge.

Inspired by the potential of women's football as it has been growing in popularity across the globe, Alan Horridge has taken a 25% stake in the business. "Footie Chick is all about quality, performance and fun and the range of technical, professional clothing is complemented by the fashion and leisure items that are also in high demand" he continued.

Future plans include taking the Footie Chick brand to America to open up new sales channels.

(Pictured left: Paul Griffiths, above: 3rd from left: Alan Horridge)

## Case study details CEO APPOINTMENT

Candidate: Alan Horridge  
Organisation: Footie Chick  
www.footiechick.com  
Based: Manchester, UK  
Position: CEO



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