

Pro-Chancellor,

Jeff Mostyn is best known as Chairman of AFC Bournemouth. In the last five years he has overseen the club's 'rags to riches' journey from Division Two to football's Premier League.

Jeff's involvement with the club began in 2006 when he was invited to join a consortium of business people, needed to fund a £100,000 tax bill. As the other investors dropped out, Jeff had what he describes as his Victor Kiam moment, remarking: "I liked it so much, I bought the company." Jeff's decision to become the club's sole owner went against the advice of his lawyers, who told him to drive away as fast as he could and never think of Bournemouth again. Having later discovered debts of £3 million, and personally funding the club's move into administration, he now concedes that he let his heart rule his head.

Jeff combined a passion for football and talent for business from an early age. Born in Manchester, he would supplement his meagre pocket money by selling autographs of Man City footballers. He would use the money to watch the team play, and then resell used match day programmes to cover the ticket price of his next game.

Having left school at 15, with what Jeff describes as a qualification in truancy, he worked as an ICI apprentice, and door-to-door salesman before becoming a bank clerk. Driven by a desire to be successful, Jeff joined a team selling TSB's first credit card and was named 'salesman of the year' for four years running.

He went on to launch his own company, providing financial advice and services to members of the armed forces, which he ran successfully for 25 years. Jeff's commitment to his customers and personable nature regularly saw him visiting war widows and soldiers who had experienced trauma. He was honoured to be voted Most Influential Man of the Year by the Adjutant General's Corp in 2015; the first time a civilian had ever received the prize.

As former owner and now Chairman of AFC Bournemouth, Jeff has been instrumental in steering the club to the Premier League for the first time in its history. Together with Manager, Eddie Howe, they are the only Chairman/Manager partnership to lead the same club in all four of English football's top divisions.

Pro-Chancellor, I have the honour to present Jeff Mostyn, and I ask you to confer upon him the degree of Doctor of Business Administration, *honoris causa*.