



AROUND THE HIVE

NICK GREY, GTECH FOUNDER: BRENTFORD IS A BEAUTIFUL THING TO BE PART OF

Nick Grey, the founder and inventor of Grey Technology (Gtech), discusses his company's partnership with Brentford, the Gtech Community Stadium, and an emotional moment after our win over Liverpool earlier this season

What are your first football memories?

Although West Brom and Wolves are rivals, because they used to play at home on alternate Saturdays, my dad used to have season tickets at both, so we would go and watch West Brom one weekend and Wolves the next.

West Brom were probably the longer-term allegiance for my dad, but Wolves were playing in the First Division, so to watch First-Division football with a local club was great.

Did you play football growing up?

I always lived in small towns and played up front. I always managed to be the top scorer in the team, but I was never in good teams - I wasn't exceptional.

I had good acceleration, so I just pushed the ball past the defender, got them running, then I'd go inside them and have a shot - that was my one move!

How did Gtech's partnership with Brentford come about?

I had spotted that Brentford had just missed out on promotion the year before they went up and I thought, 'That's a shame because it's a great story'.

Brentford then got promoted to the Premier League and I was contacted by the club.

The club was also talking to my colleague in data and, obviously, with Brentford's story around how the club utilise data and how the club has greater insights into the game, my

colleague was very interested and went down for the final game of the season against Leeds.

He came back and said, "Nick, you need to have a look at these lot. They're smart, there's a beautiful, brand-new stadium, they're looking for a sponsor. It looks like a great opportunity."

So, I went down and everything about the club just made sense and rang true. I just liked what I saw, and I liked the way the club was run.

What are the similarities between Gtech and Brentford?

When you dig deeper with Gtech, you get a better sense of our story and values. We look after our customers, and we obsess about customer service and product reliability.

We've got good intentions, we always look after our customers, our staff and our commercial partners - I'd like to think that they never feel let down or missold.

I think Brentford feels the same way; they want things to be right. They want deals that work for everybody, they want the supporters to have a great time in the stadium, and they want the players to feel good.

How do you feel when watching a game at the Gtech Community Stadium?

At times it's nearly brought me to tears. The Liverpool match, particularly. After the win I just sat back and thought, 'This is the Gtech Community Stadium..'

I was with some friends, and they're affiliated with Brentford because of Gtech - everyone at Gtech loves Brentford.

And that day it just made me realise that teams have to fight for it if you come here. That's what I love - it's a beautiful thing to be part of.

Everyone stays and sings at the end if we've had a good result. It's just amazing.

What's been your favourite game this season?

Well, I was absolutely horrified because, for the first home game of the season, I'd promised my children that I'd take them to a festival in Newquay!

So, we were watching it on Sky Sports that day, just before we went to the festival, and it was all new to them.

They asked, "It's Manchester United, Daddy, do you think Brentford will be able to beat them?"

I just said, "I don't know, we'll see."

The Gtech Community Stadium was mentioned on the TV - and then things just got better and better and better.

My children were watching all the goals as they went in, and they were then glued to it. That was an incredible feeling.

How do see the partnership developing?

I feel like the first game at the Gtech Community Stadium, that 4-0 win against Manchester United, was the perfect way to bond the two companies together.

It's a long-term partnership, and the longer it stays successful and together, the more effective it is.

We're always in things for the long term and I'm looking forward to seeing where it goes.

Find out more about Gtech at gtech.co.uk



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