

WELCOME

TO THE TEAM



Matt Dawson

**Joins BB Merchant Services
In Partnership With Lemon
And Lime Associates**

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Matt Dawson, England Rugby World Cup winner and former England captain, has joined BB Merchant Services as an Associate Partner.

Known for his competitive edge and deep understanding of team performance, Matt brings his leadership experience from elite sport into the commercial world.

His appointment strengthens BBMS's presence in the sport and entertainment sectors.



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A former scrum-half for England, Northampton Saints, and Wasps, Matt earned 77 caps and played a key role in England's 2003 Rugby World Cup triumph. He also toured three times with the British & Irish Lions.

Beyond the pitch, Matt became a familiar face on BBC's A Question of Sport for 16 years and is a regular contributor across media. He continues to bring focus and clarity to every role he takes on, shaped by years in elite level competition.



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It's not just about driving value and growth; it's about listening to what clients truly need and shaping solutions that reflect that.

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Matt's commercial background includes a number of senior roles at large corporations over the last 20 years, and he now serves on the EMEA Work Dynamics Board at JLL, helping shape strategic outcomes for global clients.

He is also the co-founder of Lemon & Lime Associates, a business advisory focused on building trusted relationships and delivering sustainable commercial value.

At BBMS, Matt, alongside Lemon & Lime Associates, will support clients in reducing payment processing costs through structured benchmarking and commercial renegotiation.



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Matt is once again playing a key role during the 2025 British & Irish Lions tour of Australia, combining media and ambassadorial duties to support coverage.

The tour also saw him reconnect with George Gregan, former Wallabies captain and fellow BBMS Associate Partner.

Together, they bring a unique blend of sporting pedigree and commercial insight to BB Merchant Services' international team.

BB Merchant Services is delighted to welcome Matt, his appointment further strengthens our capability and expertise.



About BB Merchant Services

BB Merchant Services helps businesses benchmark and negotiate better merchant fee agreements, reducing costs and ensuring fair, competitive pricing worldwide.

With rising concerns over debit card surcharges, the decline of cash, and the cost of living crisis, transparent and fair pricing is more critical than ever.

For more information, visit this website or scan the QR code:

<https://pages.bbmerchantservices.com/matt-dawson>

