143a Chislehurst Road, Orpington, Kent, BR6 0DS

**CFO**

Seasoned, goal focused CFO with over 20 years of experience working in industry, guiding business strategy, supporting and achieving key corporate objectives. Solid expertise in setting up robust financial frameworks, exit strategies, M&A activity, and driving efficiencies through implementation of operational improvements. Strong leader with success directing highly skilled financial management teams in delivering financial performance and reporting, best practices, and key compliance. Experience gained in SME private equity and venture capital businesses, large corporations both locally and globally. Good exposure to technology, media and online industries under companies that had been successfully managed through significant change and growth.

**Career Experience**

**I Heart Studios Creative Image Solutions Limited, London**

August 2020 – Present **Group Finance Director**

*Business: I Heart Studios is a full service content creation agency specialising in the fashion, beauty and lifestyle industry, backed by Chiltern Capital private equity firm.*

* Reporting to the CEO, based in Hong Kong. Part of the Board overseeing business strategy across 3 key hubs in the UK, Netherlands, and Hong Kong.
* Managing operations through covid-19 securing and negotiating payment plans with HMRC and key creditors globally including various landlords.
* Global company restructure with our PE house securing CBILS funding and additional investment from existing stakeholders (2020)
* Further funding secured with the bank and investors through the RLS scheme and additional loan notes (2021) to accelerate growth in Asia for 2022 opening an additional studio and securing significant new clients.
* Implementing and changing internal and external reporting, including a complete revamp to the board report in helping identify key areas of focus during a time of change within this industry due to covid-19.
* UK Interim COO role alongside the global finance remit from May 2022, managing the UK studio Operations alongside all back office functions (IT, HR, Facilities)

**Intorqa Group Limited, London**

May 2018 – Present **Non-Exec Director**

*Business: Intorqa is built on a proprietary content collection platform, designed specifically for gaming to help tackle cyber security and threat intelligence within the gaming industry. Intorqa looks to make gaming fairer and safer through automated real time monitoring of hundreds of thousands of sources, with specialist services to help Game Security, Legal and Policy Adherence teams with major gaming publishers*

* Working alongside the board as a NED, spending the first 3 years fine tuning our proposition, developing the platform and building our pipeline up. Major client acquisitions in 2022 with big gaming publishers and on the road to increasing business development upsell in 2023
* A start up in a growing industry with a completely new product to market, we have started revenue generation in 2021, growing over 1000% YoY to a current run rate of over £700k in its first full year of trading.
* Core focus on strategy, business growth and funding plans

**GreenPark Content Limited, London**

January 2018 – August 2020 **CFO**

*Business: The Company specialises in global content marketing and brand publishing combining expert content creation capability with unique discovery, analysis and distribution technologies, backed by Venture Capital firms Draper Esprit and Breega. Significant funding secured with Harbert Management during my 1st year in the business.*

* Reporting to the CEO of GPC. Part of the Board overseeing business strategy across 3 key hubs in Europe, LATAM and Asia.
* Secured funding with Harbert Management within 8 months of joining the business. This includes leading the process from initial pitch, DD through to legal and completion.
* Responsible for improving the infrastructure of the business, placing the Company in a position to hit relevant milestones with over 85% revenue growth in the past 2 years and moving to a positive EBITDA position.
* Responsible for securing new offices in the UK– project managed from start through to legal.
* Setting up a new subsidiary in Singapore as we expand in APAC supporting the existing Jakarta office.
* Implementing best practice and processes in Finance and other functions including bringing finance in house and building up the finance team
* Setting up a robust reporting framework for both internal and external stakeholders to deliver KPIs and help support company growth and decision making.
* Facilities management, Legal, and Company secretarial duties

**Precise Media Monitoring Limited (Kantar Media Reputation Intelligence), London**

June 2014 – December 2017 **Finance Director**

*Business: The Company specialises in providing integrated media monitoring, analysis and forward planning services to a range of different industries, for organisations of every size and across different sectors. Precise Media Group Holdings was backed by Phoenix Equity Partners before being purchased by WPP Plc in June 2014.*

* Reporting to the CEO of Precise. Turnover of £46m and PBIT of £8.5m in the UK and US, with over 100% revenue growth in the past 5 years.
* Key contributor as part of the Board from start to finish on the sale of Precise to WPP including IM drafting, data room management, financial and commercial VDD, funding through to legal in the 2014 exit.
* Enable over 150% operating profit growth 'like for like' against prior year in an established industry by effectively integrating 2 finance teams and implementing improvement initiatives through the acquisition of Kantar Media Intelligence in 2014. This led to over £5m of full year synergies in 2015.
* Restructuring projects for the Insight operations in 2016 resulting in significant cost savings by outsourcing to an external third party provider with full year savings in excess of £1m from 2017 onwards.
* Direct all corporate finance activities, including monthly/quarterly financial statement preparation, business segments reporting and forecasting, as well as ownership of the overall budget.
* Facilities management and Company secretarial duties

July 2008 – May 2014 **Group Financial Controller**

* UK based Company with turnover of over £35m; managing a group structure of 16 companies through organic growth and acquisitions.
* Led the financial agenda and reporting of the company, delivering the necessary controls to meet overall strategic and organisational objectives.
* Facilitated in the acquisition of the media monitoring business from Ebiquity Plc (2011) leading to a £0.2m contribution to profits.
* Facilitated in the acquisition of MediaGen Limited (2010) bringing in £1m of revenue and an additional 80 clients to the business
* Efficiently restructured departments within the Company to ensure operational efficiency throughout the recession in 2009 and 2010 leading to over £1m of cost savings
* Initiated the implementation of an annual fixed fee service to protect revenue during the downturn in 2009
* 2011: Implementation of a new service ‘Yellownews’, focused on the SME businesses (£5m revenue by 2016)
* Key contributor on Financial Planning & Analysis, including contribution analysis for a major tender for the Government framework, revenue circa £1m
* Working Capital process improvements through direct debit implementation (significantly reduced DSO on our SME client base), streamline payroll process and implementing a PO system for AP improvements
* Managing bank covenants, bank loans and loan notes to investors.

**eFinancialCareers Limited, (Subsidiary of Dice Holdings, Inc) London**

November 2006 – July 2008 **Group Financial Controller**

*Business: eFinancialCareers Ltd serves the global financial community as the leading network of career sites for professionals working in banking and the financial markets. The Company has an international presence in 17 countries with subsidiaries in the USA, Australia and Singapore.*

* Directed all financial operations within the company and in international subsidiaries to deliver the necessary controls to meet overall strategic and organisational objectives.
* Managed a team of 8; Reported to the CEO of eFinancialCareers Ltd and the CFO of Dice Holdings, Inc (US)
* Turnover increased by over 180% from £5m (2005) to £14m (2008)
* Strategic contributor to the 3 years statutory report in assisting the IPO process for the floatation of Dice Holdings, Inc on the NYSE
* Oversaw all statutory accounts operations within the company, including subsidiaries in Singapore and Australia, as well as quarterly reporting to Dice Holdings Inc for NYSE compliance.
* Initiated the company and treasury set up for subsidiaries in Australia and Singapore.
* Key contributor to the business review reports for monthly board meetings with the US, as well as new reports and revenue processes to integrate into the Dice methodology.

**eFinancialNews Limited, London**

*Business: eFinancialNews Ltd provides a weekly publication specialising in the financial industry.*

August 2003 - October 2006 **Various finance roles**

**Education and Credentials**

**2006 CIMA *(first time passes)***

Qualified as an Associate of Chartered Management Accountants (ACMA)

**2002** **Kingston University (Surrey)**

**Accountancy and Finance 1st Class**