

SIMON R JONES

Interim CRO & CFO | Turnaround Operator

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FORTITUDE

PROFILE

Restructuring and turnaround operator with over 25 years' experience across private equity-backed businesses, PLCs, privately owned companies, start-ups and the public sector.

A Fellow Chartered Accountant and accredited member of the Institute for Turnaround, Simon has held interim CRO, CFO, CEO and Chair roles, stepping into challenged businesses to provide decisive leadership, restore stability and deliver sustainable change.

Calm under pressure and decisive when it matters, he is regarded as a safe pair of hands by boards, investors and lenders. His approach: establish the facts, make the difficult decisions, deliver the solution and leave the business stronger than he found it.

ALONGSIDE ASSIGNMENTS

Non-Executive Director 2024 – present, 1 day per month
Property management company for a Grade II listed London property valued at c.£500m. Redrafted the articles, secured the company's financial position and set long-term planning.

Author 2025
The Business Recovery Series: *The Prevention Playbook* and *The Crisis Playbook*, practical guidance on crisis prevention and business recovery.

INTERIM ROLES

CRO (Restructuring), CFO, CEO, Chair, NED

SECTORS

Healthcare, Media, Technology & Software, Property & Infrastructure, Retail, Transport, Defence, Financial Services, Publishing, Telecoms

34 ASSIGNMENTS BY COMPANY TYPE, 2000 – 2026

PLC 4 Larger private, including PE 12
SME & start-up 10 Public sector 8

QUALIFICATIONS & MEMBERSHIPS

Fellow Chartered Accountant (ICAEW)
Harvard Business School, Advanced Management Program
Full Accredited Member, Institute for Turnaround
PwC and EY Turnaround Panels
NED Certification, ICAEW & NEDA
PRINCE2 Practitioner

PROJECT LIST Assignments 2000 – 2026, most recent first

YEAR	CLIENT & SECTOR	SCALE	ROLE	OUTCOME
2026 – present	**Not-for-profit (private)** Media measurement technology, UK	Early stage	**CRO / Transformation Director**	Stabilised a technically insolvent business, built the five-year plan, reset creditor terms and negotiated a 49% equity investment.
2025 4 months	**Private** Group, UK & international	T/O £1bn+	**Consultant, ERP implementation**	Secured approval across business units for a group-wide ERP implementation and led the first delivery phase.
2024 6 months	**Private equity** Infrastructure, UK	T/O £100m+	**CRO (Restructuring)**	Built and implemented the restructuring plan, strengthened cash reporting, coached the CFO and secured covenant compliance.
2024 3 months	**Private equity** Technology, South Coast	T/O £100m+	**CFO / CRO (Restructuring)**	Rescue package signed off by all stakeholders; interim turnaround plan reached cash flow break-even within one month.
2023/24 9 months	**Private equity** Media, London	T/O £50m+	**CFO**	Took control for the minority shareholder, managed the founders' exit, rebuilt lender relations and designed the deleveraging strategy.
2022/23 6 months	**Private equity** Healthcare, Frankfurt	T/O £50m+	**CRO (Restructuring)**	Established the true position, stabilised the business and left a transformation programme ready to execute.
2022 6 months	**Private equity** International multi-brand retailer	T/O $400m	**CRO (Restructuring)**	Restructured the legal entities across tax, legal and banking ahead of a refinancing.
2021/22 6 months	**PLC (formerly PE-backed)** International parking operator	T/O £180m+	**Interim Finance Director**	Negotiated and delivered the refinancing rescue plan after Covid; re-engineered finance and customer service through outsourcing.
2021 1 month	**Private equity firm** Acquisition of a family business	Deal £500m	**Lead Negotiator**	Restarted stalled negotiations; deal-breakers resolved in three days and contracts signed 36 hours later.
2019/20 9 months	**Private equity** Global digital media	$1.5bn	**Turnaround Financial Consultant**	Interim funding and daily cash planning, then a €150m multi-jurisdiction off-balance-sheet funding solution.
2018/19 5 months	**PLC (FTSE top 50)** Global software consolidator	$3bn+	**Technical Lead, Debt Recovery & Integration**	Fixed a balance-sheet issue after a reverse takeover; cut debtors by over $500m with teams in Belfast and Bangalore.
2018 5 months	**Public** Government (military)	£7bn	**Finance Consultant Mentor**	Finance transformation in an organisation 15+ years behind current practice; mentored the CFO and Group Financial Controller.
2017 3 months	**Private** Global property group	T/O £1.5m	**Interim CFO**	Rebuilt finance and monthly reporting, reviewed investments for the founder and carried out a forensic review of an £80m fund.
2016 11 months	**PLC** Healthcare	Value £400m+	**CRO (Restructuring)**	With the CEO, transformed operational performance and rebuilt finance; share price rose from £0.30 to £1.25.
2015/17 21 months, part-time	**SME** Private healthcare	£5m	**Interim CFO, Turnaround & Sale**	Put interim banking in place, delivered the full turnaround and sold the business.
2014/15 14 months	**SME** Property infrastructure wholesaler	T/O £40m	**CFO, Turnaround**	Turned around operations, then refinanced and sold the business.
2013 9 months	**Private equity** Small private equity fund	Fund $300m	**Consultant, Turnaround & Sale**	Restructured debt for a $25m leisure group; turnaround and sale of six corporate entities.
2012/13 5 months	**Public** Barnet Clinical Commissioning Group	£600m+	**Interim Finance Director**	Financial side of authorisation and the PCT-to-CCG handover; recruited permanent key staff.
2012 5 months	**Public** Wye Valley NHS Trust		**Turnaround Director**	Realistic turnaround plan, staffed PMO for savings schemes, coaching at project and executive level.
2011/12 6 months	**Public** Burton Hospitals NHS Foundation Trust		**Turnaround Director**	Delivered performance improvement.

YEAR	CLIENT & SECTOR	SCALE	ROLE	OUTCOME
2010/11 9 months	**Private** International publishing group	T/O £100m	**Interim Finance, IT & HR Director**	Turned round a finance function in crisis and rebuilt relations with investors and lending banks.
2010 4 months, part-time	**Public** NHS Haringey		**Turnaround / Programme Director**	Delivered performance improvement.
2009 9 months	**PLC** Education reseller, operating arm	T/O £170m	**Interim Finance Director**	Identified growth issues and accounting irregularities.
2008/10 9 months, part-time	**SME** London property company	T/O £5m+	**Turnaround Director, CFO & Adviser**	Devised and delivered a financial and organisational rescue plan.
2008/09 5 months each	**Public** Kingston PCT & Royal Borough of Kingston		**Turnaround / Programme Director**	Delivered performance improvement.
2007/08 17 months	**Public** Hounslow Primary Care Trust		**Turnaround Director / Director of Delivery**	Change plan hit the financial target for the first time since the organisation was set up.
2006/07	**Public** Hospital consortium, surgery division		**Turnaround Director**	Responsible for the finance function and restructuring targets.
2006 3 months	**SME** Government contractor, scanning bureau		**Lead Project Manager**	Brought in to rescue a large scanning project and see it through to completion.
2003/04 24 months	**Start-up** Healthcare services	Value £5m	**Finance & Operations Director**	Kitchen table to sale, raising private funding in very difficult conditions.
2001/03 18 months	**Start-up** Mobile telecommunications	Value £5m	**Finance Director**	Raised private funding and took the business from first trading to sale.
2001 9 months	**Start-up (VC-owned)** Digital media broker		**Interim CEO, Turnaround**	Took an investment on the brink of insolvency from a proposed 10% of value to a 6–8% return for investors.
2000 4–6 months each	**Private (2 clients)** Listing and IPO	T/O £500m	**Shadow CFO**	One AIM and one full LSE listing; both completed successfully.
2000 9 months	**Start-up** Hotel project, Switzerland	Value £2m	**Finance & Operations Director**	Built the plan, secured stakeholder permissions and sold the project on for private investors.