

**A specialist in financial recovery, mergers & acquisitions and transformations that deliver sustainable and robust growth.**

Simon Jones is a turnaround professional and operator with expertise in financial & corporate restructuring. Solution-focused, proactive and a hands-on leader with over 25 years' experience in public and private sector organisations, working across a range of industries and holding interim C-suite positions.

**Roles:** CFO, CEO, CRO, Chair and Advisor

**Sectors:** Retail, Healthcare, Property, Travel, Publishing, Digital media, Software, Defence, Financial Services and others

**2000 - 2022 Projects by Company Size:** TOTAL 28

- PLC = 4
- Larger Private (including PE) = 4
- SME = 7
- Start Up = 5
- Public = 8

## **Qualifications & Accreditations:**

- Qualified Chartered Accountant
- Harvard Business School Alumni
- Member of Institute for Turnaround
- Turnaround panel member (accountancy specialists)
- Professional PRINCE2™ PM

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# PROJECT SUMMARY EXPERIENCE BY SECTOR 2010 - 2022



COMPANY SIZE / SECTOR	ROLE	YEAR & DURATION	NOTES
<b>Large Private Equity</b> International Multi Brand Retailer	Chief Restructuring Officer <b>Restructure</b>	Mar 2022 – Sep 2022 7 months	Managed legal entity restructuring and refinance package (including taxation, legal and banking).
<b>PLC</b> (International) ex PE With worldwide operations	Interim Finance Director <b>Re-finance</b>	Sept 2021 – Jan 2022 6 months	Completed negotiations, developed, and planned refinancing 'Rescue Package(s)' for covid hit international parking operator.
<b>SME</b> Private Equity Firm	Negotiator <b>Sale</b>	June 2021 1 month	Reignited negotiations to an equitable conclusion for a stalled business acquisition of £500m family business.
<b>Large Private</b> (International)	Consultant <b>Re-finance (off Balance sheet)</b>	2019 – 20 11 months	Pioneering worldwide debt finance scheme [off balance sheet] with Private Equity backing.
<b>PLC</b> (International) With worldwide operations	Finance Consultant <b>Integration Trouble-shooter</b>	2018 – 19 6 months	Solved material integration balance sheet issue (post reverse takeover/sale of an organisation three times the size), Created emergency recovery team In UK / UK and India.
<b>Public</b> British Government Military Dept	Consultant <b>Integration Lead</b>	2018 5 months	Enabled large finance transformation. Organisation was 15+ years behind with extremely unhappy staff & stakeholders.
<b>Start Up</b> Private Property Group	Interim CFO <b>Integration</b>	2017 3 months	Rebuilt finance function for agility and commercial information delivery, reviewed investments for founder.
<b>SME</b> Private Healthcare Company	Interim CFO <b>Turnaround - Sale</b>	2015 & 2017 21 months	Took distressed organisation and delivered full turnaround and completed sale.
<b>PLC</b> Healthcare	Chief Restructuring Officer <b>Turnaround</b>	2016 11 months	Transformed operational performance (with CEO) and quadrupled the share price. Re-motivated and rebuilt finance dept.
<b>SME Turnaround</b> Private Property Wholesaler	CFO <b>Turnaround</b>	2014 – 15 14 months	Turned around operational performance, reinvigorated, refinanced and sold.
<b>Private Fund Turnaround</b> Small Private Equity Fund	CFO <b>Multiple Sale and Turnaround</b>	2013 – 14 18 months	Estate wanted to retain the non-troubled "easy" investments only. Delivered turnaround and sale of six corporate entities.
<b>Public</b> Healthcare Organisation x 2	CFO & Turnaround Director <b>Performance Improvement</b>	2011 & 2012 5 months & 6 months	
<b>Large Private</b> (International) Publishing Group	Interim CFO / IT & HR <b>Turnaround</b>	2010 – 11 9 months	Resolved finance function meltdown and poor relations with investors including lending banks.

# PROJECT SUMMARY EXPERIENCE BY SECTOR 2000 – 2010



COMPANY SIZE / SECTOR	ROLE	YEAR & DURATION	NOTES
<b>Public</b> Regional Healthcare Organisation	Advisor <b>Performance Improvement</b>	2010 4 months	
<b>SME Turnaround</b> Private Property Company	CFO and Advisor <b>Turnaround</b>	2008 – 10 19 months	Devised, orchestrated, and delivered financial & organisational rescue plan
<b>PLC Operating arm turnaround</b> Operating arm of PLC	Interim CFO <b>Turnaround</b>	2009 9 months	Identified growth issues and fraudulent accounting which led to group share suspension.
<b>Public</b> Regional Healthcare	Interim CFO & Turnaround <b>Performance Improvement</b>	2008 – 9 6 months	
<b>Public</b> Regional Healthcare	Finance & Operations Dir <b>Performance Improvement</b>	2007 – 08 18 months	Defined and delivered change plan that hit financial target for the first time since inception of the organisation.
<b>Public</b> Healthcare	Turnaround Director <b>Turnaround</b>	2006 – 07 11 months	Surgery division for major UK hospital consortia. Responsible for finance function and achieving restructuring targets.
<b>SME</b> With troubled reputation	Trusted Advisor <b>Operational Project Management</b>	2006 3 months	Brought in to ensure successful completion of large important scanning project.
<b>Large Private</b> (2 projects) Going through a listing process	Shadow CFO <b>Public Listing x2</b>	2000 & 2005 6 months each	One AIM secondary market and one full listing LSE. Both resulted in successful listings.
<b>Start Up</b> Private Healthcare Company	CFO & COO <b>Idea – Build - Sale</b>	2003 – 04 24 months	From kitchen table, raised private funding to sale under very difficult circumstances.
<b>Start Up</b> Private Telecoms Broker	CFO <b>Performance Improvement - Sale</b>	2001 – 02 18 months	Raised private funding began trading through growth to ultimate sale.
<b>Start Up – VC owned</b> Private Digital media Broker	CEO <b>Performance Improvement</b>	2001 9 months	Troubled investment on brink of insolvency - took from 10% proposed total value to recover to +6-8% ROI for investors.
<b>SME Turnaround</b> Private Travel Company	Interim Finance Director <b>Turnaround</b>	2000/01 6 months	Stabilised finance team and refinanced through sale of asset to ensure continued trading.
<b>Start Up</b> (Switzerland) Private Investor / Hotel Project	Finance & Operations Dir <b>Idea – Build - Sale</b>	2000 9 months	Created finance & operational plan, obtained stakeholder permissions, and sold project on for private investors.