

SIMON R JONES



Highly experienced turnaround and restructuring professional with extensive expertise in financial recovery, corporate restructuring, and business transformation.

A Fellow Chartered Accountant, Simon brings over 25 years' experience across a broad range of industries, delivering complex turnarounds and restoring sustainable, robust growth.

Proven in high-pressure environments, Simon has played a key role in complex business acquisitions, negotiating challenging funding solutions, and leading on critical restructuring strategies that safeguard enterprise value.

Known for calm, decisive leadership and trusted by boards, lenders, and shareholders to guide organisations to a position of safety and long-term viability.



INTERIM | CHANGE | TURNAROUND



INTERIM ROLES:

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

SECTORS:

Retail, Healthcare, Property, Travel, Transport & Infrastructure, Media, Software, Defence, Financial Services and others

2000 – 2025 PROJECTS BY COMPANY SIZE:

TOTAL 30

- PLC = 4
- Larger Private (including PE) = 10
- SME & Start Up = 10
- Public = 5

QUALIFICATIONS & ACCREDITATIONS:

- Fellow Chartered Accountant
- Harvard Business School Alumni
- Member of Institute for Turnaround
- Turnaround panel member (accountancy specialists)
- Professional PRINCE2™ PM
- NED Certification (ICAW & NEDA)
- AI Crash Course (Section School)

PROJECT SUMMARY EXPERIENCE BY SECTOR 2000 - 2025

COMPANY & SECTOR	SIZE	ROLE	DURATION	
Private	T/O £1bn+	Consultant Restructure	April 2025 4 months	Secured stakeholder approval and initiated first phase delivery of a group-wide ERP implementation to streamline financial operations.
Private Equity Infrastructure, UK	T/O £100m+	CRO Restructure	October 2024 6+ months	Spearheaded plan for financial restructure and improved cash reporting. Advised and coached CFO on engagement approach with board and senior personnel. Delivered banking Covenant Pass.
Private Equity Tech, South Coast	T/O £100m+	CFO/CRO Restructure	July 2024 3 months	Developed innovative finance rescue package and gained full sign off by stakeholders. Due to bank time pressures, stepped in with an effective 'interim' Turnaround Plan, 1 month to cashflow break-even.
Private Equity Media, London	T/O £50m+	CFO Restructure	July 2023 11 months	Lead negotiations representing the minority shareholder to take control of the entity. Designed a new financial deleveraging strategy, completing external audits and independent business reviews (IBR) to inform and support stakeholders. Refocused Finance & Operation functions.
Private Equity Extended Healthcare, Frankfurt	T/O £50m+	CRO Restructure	Jan 2023 6 months	Advised and coached senior management on successful transformation approaches, stabilising the business and leaving a transformation programme defined for the business to execute.
Large Private Equity International Multi Brand Retailer	T/O \$400m	CRO Restructure	Mar 2022 7 months	Managed legal entity restructuring and refinance package (including taxation, legal and banking).
PLC (International) ex PE With worldwide operations	T/O £180m+	Interim Finance Director Re-finance	Sept 2021 6 months	Completed negotiations, developed, and planned refinancing 'Rescue Package(s)' for covid hit international parking operator.
SME Private Equity Firm	Deal Size £50m	Negotiator Sale	June 2021 1 month	Reignited negotiations to an equitable conclusion for a stalled business acquisition of £500m family business.
Large Private (International)	\$700m+	Consultant Re-finance	2019/20 11 months	Pioneering worldwide debt finance scheme [off balance sheet] with Private Equity backing.
PLC (International) With worldwide operations	\$3bn+	Finance Consultant Integration Trouble-shooter	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.
Public British Government Military	\$7bn+	Consultant Integration Lead	2018 5 months	Enabled large finance transformation. Organisation was 15+ years behind with extremely unhappy staff & stakeholders.

COMPANY & SECTOR	SIZE	ROLE	DURATION	
Start Up Private Property Group	£1.5m	Interim CFO Integration	2017 3 months	Rebuilt finance function for agility and commercial information delivery, reviewed investments for founder.
SME Private Healthcare Company	£5m	Interim CFO Turnaround - Sale	2015 & 2017 21 months	Took distressed organisation and delivered full turnaround and completed sale.
PLC Healthcare	Value £400m+	CRO Turnaround	2016 11 months	Transformed operational performance (with CEO). Quadrupled share price, re-motivated & rebuilt finance dept.
SME Turnaround Private Property Wholesaler	T/O £40m	CFO Turnaround	2014 – 15 14 months	Turned around operational performance, reinvigorated, refinanced and sold.
Private Fund Turnaround Small Private Equity Fund	Fund Value \$300m	CRO Multiple Sale and Turnaround	2013 – 14 18 months	Estate wanted to retain the non-troubled “easy” investments only. Delivered turnaround and sale of six corporate entities.
Public Healthcare Organisation x 2		CFO & Turnaround Director	2011 & 2012 5 & 6 months	Delivered performance improvement
Large Private (International) Publishing Group	T/O £100m	Interim CFO / IT & HR Turnaround	2010 – 11 9 months	Resolved finance function meltdown and poor relations with investors including lending banks.
SME Turnaround Private Property Company	T/O £5m+	CFO and Advisor Turnaround	2008 – 10 19 months	Devised, orchestrated, and delivered financial & organisational rescue plan
PLC Operating arm turnaround Operating arm of PLC	T/O £250m	Interim CFO Turnaround	2009 9 months	Identified growth issues and fraudulent accounting which led to group share suspension.
Public Regional Healthcare		Interim CFO & Turnaround	2008 – 9 6 months	Delivered performance improvement
Public Regional Healthcare		Finance & Operations Dir Performance Improvement	2007 – 08 18 months	Defined and delivered change plan that hit financial target for the first time since inception of the organisation.
Public Healthcare		Turnaround Director Turnaround	2006 – 07 11 months	Surgery division for major UK hospital consortia. Responsible for finance function and achieving restructuring targets.
SME With troubled reputation		Trusted Advisor Operational PM	2006 3 months	Brought in to ensure successful completion of large important scanning project.

COMPANY & SECTOR	SIZE	ROLE	DURATION	
Large Private (2 projects) Going through a listing process	T/O £500m	Shadow CFO Public Listing x2	2000 & 2005 6 months each	One AIM secondary market and one full listing LSE. Both resulted in successful listings.
Start Up Private Healthcare Company	Value £5m	CFO & COO Idea – Build - Sale	2003 – 04 24 months	From kitchen table, raised private funding to sale under very difficult circumstances.
Start Up Private Telecoms Broker	Value £5m	CFO Performance Improvement	2001 – 02 18 months	Raised private funding began trading through growth to ultimate sale.
Start Up – VC owned Private Digital media Broker		CEO Performance Improvement	2001 9 months	Troubled investment on brink of insolvency - took from 10% proposed total value to recover to +6-8% ROI for investors.
Start Up (Switzerland) Private Investor / Hotel Project	Value £2m	Finance & Operations Dir Idea – Build - Sale	2000 9 months	Created finance & operational plan, obtained stakeholder permissions, and sold project on for private investors.