

Specialist in financial & corporate restructure for recovery and growth.

Over 20 years' experience in crisis, turnaround, and change management, holding senior interim management roles.

Roles:

CFO, CEO, COO, Chair and Advisor

Sectors:

Retail, Healthcare, Property, Travel, Publishing, Digital media, Software, Defence, Financial services and others

2000 - 2021 Projects by Company Size: TOTAL 28

- PLC = 4
- Larger Private = 4
- SME = 7
- Start Up = 5
- Public = 8

About Simon:

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

<https://www.linkedin.com/in/simonrjonesx>



PROJECT SUMMARY EXPERIENCE BY SECTOR 2010 - 2022



COMPANY SIZE / SECTOR	ROLE	YEAR & DURATION	NOTES
PLC (International) ex PE With worldwide operations	Interim Finance Director	Sept 2021 – Jan 2022 6 months	Completed negotiations, developed, and planned refinancing 'Rescue Package(s)' for covid hit international parking operator.
SME Private Equity Firm	Negotiator	June 2021	Reignited negotiations to an equitable conclusion for a stalled business acquisition of £500m family business.
Large Private (International)	Consultant	2019 – 20 11 months	Pioneering worldwide finance scheme [off balance sheet] Private Equity Backed
PLC (International) With worldwide operations	Finance Trouble-shooter	2018 – 19 6 months	Post-merger with an organisation three times the size – significant issues had occurred.
Public British Government Military Dept	Finance Transformation Lead	2018 5 months	Large finance transformation for an organisation that was 15+ years behind with extremely unhappy staff and stakeholders.
Start Up Private Property Group	Interim CFO	2017 3 months	Rebuilt finance function for agility and commercial information delivery, reviewed investments for founder.
SME Private Healthcare Company	Interim CFO	2015 & 2017 21 months	Full turnaround to sale.
PLC Healthcare	Chief Restructuring Officer – alongside CFO & CEO	2016 11 months	Re-motivated and rebuilt finance. Transformed operational performance (with CEO) and quadrupled share price.
SME Turnaround Private Property Wholesaler	CFO	2014 – 15 14 months	Turned around operational performance, re-motivated finance, refinanced and sold.
Private Fund Turnaround Small Private Equity Fund	CFO	2013 – 14 18 months	Following bereavement of the founder, the estate wanted to retain the non-troubled "easy" investments only. Turnaround and sale of six corporate entities.
Public Regional Healthcare Organisation	CFO	2012 5 months	
Public Acute Healthcare Organisation	Turnaround Director	2011 & 2012 5 months & 6 months	
Large Private (International) Publishing Group	Interim CFO / IT & HR	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
Public Regional Healthcare Organisation	Advisor	2010 4 months	
SME Turnaround Private Property Company	CFO and Advisor	2008 – 10 19 months	Rescue plan devised, orchestrated and delivered.
PLC Operating arm turnaround Operating arm of PLC	Interim CFO	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	
Public Regional Healthcare	Director of Delivery – Finance and Operations	2007 – 08 18 months	Met financial target for the first time since inception.
Public Healthcare	Turnaround Director	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	2006 3 months	Brought in to ensure successful completion of large important scanning project.
Large Private (2 projects) Going through a listing process	Shadow CFO	2000 & 2005 6 months each	One AIM secondary market and one full listing LSE. Both resulted in successful listings.
Start Up Private Healthcare Company	CFO & COO	2003 – 04 24 months	From kitchen table, raised private funding to sale under very difficult circumstances.
Start Up Private Telecoms Broker	CFO	2001 – 02 18 months	From kitchen table, raised private funding to ultimate sale.
Start Up Private Digital media Broker	CEO	2001 9 months	VC owned. Took from 10% proposed value to recover to +6-8% ROI.
SME Turnaround Private Travel Company	Interim Finance Director	2000/01 6 months	Turnaround. Stabilise finance team, refinanced through sale of assets. Continues to trade.
Start Up (Switzerland) Private Investor / Hotel Project	Finance & Operations Director	2000 9 months	Create finance & operational plan. Obtain permissions. Sold project on for private investors.