

SIMON R JONES



INTERIM | CHANGE | TURNAROUND



An interim professional specialising in financial recovery, mergers & acquisitions and business transformations. Experienced in turning around challenging projects to deliver sustainable and robust growth.

Simon R Jones is a turnaround professional and chartered accountant with expertise in financial & corporate restructuring.

Solution-focused, proactive and a hands-on leader with over 27 years' experience in public and private sector organisations, working across a range of industries and holding interim C-suite positions. Simon is widely recognised as a 'safe pair of hands' steering organisations to a position of safety.

ROLES:

CFO, CRO, CEO, Chair, NED

SECTORS:

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

2000 – 2024 PROJECTS BY COMPANY SIZE:

TOTAL 28

- PLC = 4
- Larger Private (including PE) = 9
- SME & Start Up = 10
- Public = 5

QUALIFICATIONS & ACCREDITATIONS:

- Qualified 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 - 2024

| COMPANY & SECTOR | SIZE | ROLE | DURATION | |
|---|-------------------|--|--------------------------|---|
| Private Equity Infrastructure, UK | T/O £100m+ | Consultant Restructure | October 2024 2 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+ | Chief Finance Officer 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+ | Chief Transformation Officer 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 | Chief Restructuring Officer 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 Dept | \$7bn+ | Consultant Integration Lead | 2018 5 months | Enabled large finance transformation. Organisation was 15+ years behind with extremely unhappy staff & stakeholders. |
| 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+ | Chief Restructuring Officer Turnaround | 2016 11 months | Transformed operational performance (with CEO). Quadrupled share price, re-motivated & rebuilt finance dept. |

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| 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 | CFO 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 Performance Improvement | 2011 & 2012 5 & 6 months | |
| 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 Performance Improvement | 2008 – 9 6 months | |
| 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. |
| 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. |