**SIMON SACERDOTI**

**NON-EXECUTIVE DIRECTOR & BOARD ADVISER**

**CONTACT**

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**PROFILE**

Commercially astute, highly entrepreneurial senior executive and non-executive director with an operational, finance and corporate finance background. Adept at influencing at all levels, with a proven aptitude for analytical thinking, problem solving and implementation of solutions. Sensitive to international cultural differences in business and adept at working effectively internationally. Experienced in startups, debt and equity capital markets, regulatory matters (cards and payments, corporate finance), compliance (AML, KYC, etc) and governance (including corporate and charities).

Bringing a wider dimension to the Boardroom by seeing “the bigger picture” but without being drawn in to the executive management of the businesses he advises.

### **PROFESSIONAL QUALIFICATIONS**

### Chartered Accountant (ICAEW) – qualified ACA 1997, FCA 2016

## Nominated Adviser Qualified Executive (AIM) at Cairn Financial Advisers LLP

## Have been CF1 (Director), CF4 (Partner), CF23 and CF30 in FSA/FCA authorised and regulated firms

## Balliol College, University of Oxford (1989 – 1992) – MA in Mathematics

## St Paul’s School, London (1984 – 1989) - 3 A levels, 12 O levels

**CAREER HISTORY**

**Dates Employer Position**

**2018-2019 LEVEL GLOBAL (HOLDINGS) LIMITED Chief Financial Officer**

* Level was a SaaS business with an enterprise back office AI automation platform, driving efficiencies in enterprise-scaler back office and shared services environments.
* I joined as Level’s first CFO to structure it for, and execute institutional capital raising. Unfortunately, the fundraising was unsuccessful.

**Dates Employer Position**

**2016-PRESENT ELAINE SECURITIES PLC Director (ALTERNATIVE INVESTMENTS)**

* I sit on the board/investment committee of this company which provides bridging finance to various types of projects (aviation, automotive, real estate and others), using funds raised through bond issuance on the Cyprus Stock Exchange. Approximately £4m bonds issued.

**Dates Employer Position**

**2015-2018 DESTINY PHARMA PLC Chief Financial Officer (BIOTECH / DRUG DEVELOPMENT)**

* Destiny is a clinical-stage biotech company whose primary pipeline product is a novel clinical stage anti-microbial drug with proven action against resistant strains of bacteria such as MRSA.
* Joined as Destiny’s first CFO, and led a private round of funding and the AIM flotation process, which culminated in Destiny being admitted to AIM in September 2017, raising a total of £18.3 million.

**Dates Employer Position**

**2017-2018 TRISTONE HEALTHCARE BOND DAC Chief Financial Officer**

**2015-2018 TRISTONE HEALTHCARE PLC Chief Financial Officer**

**2015-2017 TRISTONE GREEN ENERGY PLC Chief Financial Officer**

* These companies, part of the Tristone Capital group, raise funds through bond issuance to invest in renewable energy and social healthcare projects/businesses respectively.
* Responsible for leading the bond listing process (main market of the Cyprus Stock Exchange), investment appraisal and negotiation, and overall financial management of the companies.

## **Dates Employer Position**

## **2015-2018 MCCARTHY DENNING LIMITED Corporate Finance Consultant**

## **(LAW FIRM)**

* Consulting to this law firm on corporate finance transactions that its clients are undertaking, in particular IPOs.
* My role involved advising on structuring, process, regulations, documentation and overall management of the projects, including coordinating other advisers and liaison with the clients.

## **Dates Employer Position**

## **2010-2015 WESWAP.COM LIMITED Founder & CFO/COO**

## **(FINTECH / TRAVEL MONEY)**

* As one of two founders, I was responsible jointly for developing the concept into a product and commercial model, identifying and negotiating with partners (including assembling a complex international supply chain), owning and leading the strategic direction of the product and business, embodying and exemplifying the vision and culture of the business, and acting as a coach and mentor to the team.
* I was also responsible for all contractual, legal, compliance and company secretarial matters.

## **Dates Employer Position**

## **2009-2012 CAIRN FINANCIAL ADVISERS Founding Partner**

## **LLP (CORPORATE FINANCE**

## **ADVISORY)**

* Responsible for winning and executing clients and transaction work, providing general corporate finance advice, acting as nominated adviser to AIM companies (I was one of Cairn’s four “Qualified Executives” required by the AIM Rules), corporate adviser to PLUS companies and takeover code adviser.

**Dates Employer Position**

**2007-2009 DOWGATE CAPITAL ADVISERS Assistant Director**

**LIMITED (CORPORATE FINANCE**

**ADVISORY)**

* Gave corporate finance advice, acting as nominated adviser on AIM transactions, sponsor on Official List transactions, and advising on the Takeover Code. Responsible for identifying, pitching for and winning clients and transactions, leading ongoing relationships, project management.

**Dates Employer Position**

**2004-2006 ERNST & YOUNG Assistant Director, Transaction**

**Advisory Services**

* Led teams on corporate finance transactions – mostly AIM flotations, including international businesses (India, Israel, China, USA).
* Managed all stages of the process including finding and pitching for work, negotiating fees, setting and meeting budgets, managing and delivering projects to timetable, liaison with client and other professionals, billing, fee collection.
* Worked frequently with EY offices in India and Israel in connection with their London capital markets transactions.

**Dates Employer Position**

**1997-2003 BDO STOY HAYWARD Corporate Finance Director**

* Led teams on diverse corporate finance transactions – including flotations, acquisitions, disposals and fund raisings – for public and private companies in variety of sectors. Spoke at international conferences on corporate finance issues (including in Haifa and London).
* Coordinated the formation of the department’s Internet team in August 1999, and advised Internet and hi-tech businesses on all aspects of corporate finance (predominantly fund-raising and flotations) in addition to transaction support role.

**Dates Employer Position**

**1994-1997 LEVY GEE Audit Senior**

* Top 20 accountancy firm. Roles on audits of companies of varying sizes and sectors.

**Dates Employer Position**

**1991-1994 AVALON EUROPE LIMITED Co-founder, Finance and**

**(ONLINE MULTI-PLAYER GAME) Administration Director**

* While at University, started and ran, with three partners, a business that developed and operated a multi-player computer adventure game, initially over a proprietary network and later on the Internet.
* I managed finances and administration, including two office moves, shared general responsibility for creative development and running of the game.

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### **INDEPENDENT CONSULTANCY AND OTHER BUSINESS EXPERIENCE**

* Director of Sacerdoti Consulting Limited, a vehicle for my consulting activities (since 2015).
* Have advised start-ups and mentored start-up executives since 2010 (including theirperfectgift.co.uk, BlackBullion, enthuse.me, NoMoreFiling, and entrepreneurs in the vending machine and Bitcoin/cryptocurrency spaces).
* Chairman-elect for a reverse takeover by an AIM company of a Berlin-based blockchain nanopayments company.
* Non-executive director and chairman of the audit committee (2012-2013) of Insetco plc, an AIM quoted company building a life-settlement investment business.
* Non-executive director of MGIC plc (2008-2009), responsible for overseeing the PLUS IPO process (which ultimately was not pursued) and raising a fund to invest in early-stage Web 2.0 businesses (mainly in Israel).

**COMMUNAL AND VOLUNTARY WORK**

2009 – 2015

Elected for two three-year terms, to represent the Spanish and Portuguese Jews’ Congregation on the Board of Deputies of British Jews (the representative body of Anglo-Jewry). Elected to the Finance and Organisation Division, and as vice-chairman of that Division, and served on the Executive Committee of the Board of Deputies.

2009 – 2011

Elected to serve as an Elder (non-executive trustee), including as chairman of the finance committee (responsible for reviewing budgets and financial reporting). Contributed to development of a new governance system. From 2009-2015 served on the committee that adjudicates membership appeals.

2004 – 2009

One of five executive trustees elected to serve on the Mahamad (executive board of management) of the Spanish and Portuguese Jews’ Congregation, which operates three synagogues, including the historic Bevis Marks synagogue. My specific role included finance, treasury management and investment, as well as a full strategic and tactical portfolio.