

**MADDY KENNEDY FCCA PGDipFS  
NON-EXECUTIVE DIRECTOR**

**CONTACT**

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**PROFILE**

A highly accomplished CFO with notable success performing accurate financial management activities in direct support of long-term business growth and financial stability with a proven track record in M&A, fundraising, IPO preparation and activity, investor relations, and corporate governance.

Core competencies:

Strategic Business Development · Financial Modelling · Financial Analysis & Reporting · Fundraising · Mergers & Acquisitions · Investor Relations · IPO Preparation & Operations · Financial Management · Audit and Remuneration Committee · Governance

**EDUCATION & QUALIFICATIONS**

- Post Graduate Diploma in Financial Strategy (Dist) – Said Business School, Oxford University
- Corporate Finance Certificate – London Business School
- Association of Chartered Certified Accountants

**NED/TRUSTEE EXPERIENCE**

NED at Nuformix plc (Audit committee) (2020 - present)

Board advisor at healthcare marketing, strategy and data consultancy (2018-2020)

Trustee at Vista Blind (2019 – present): Treasurer and Chair of the Finance committee

Governor at Brooksby Melton College (2019 – present): Chair of the Finance & Resources Committee

School Governor at The Market Bosworth School (2013-2019):

- Chair of the Finance and Resources committee
- Vice chair of the Pay Review committee

**CAREER HISTORY**

Dates	Employer	Position
Jun 10 – Present	CFO4Growth Limited	CEO

A CFO/Non-Executive Director focused on supporting SME life science and technology businesses through growth, funding, M&A, IPO activities and exit whilst maintaining financial stability.

- Performing the CFO role as a partner to the CEO and an integral member of the leadership team and Board.
- Performing a Non-Executive Director role providing the constructive challenge, mentoring and support whilst maintaining good Governance

### **Key Achievements**

- CFO for MyHealthChecked plc, an AIM listed diagnostics company. Undertaking a
  - Strategic review and relaunch of the business following a period of decline.
  - Fundraising to support the future business plans - Raised just under £2M during Covid-19
  - Completed its first acquisition to expand its testing portfolio
  - Improved Governance and Compliance.
- Interim CFO for Ieso Digital Health, a digital health company. Supporting the business through its fundraising and to.
  - Refine the business model to achieve profitability on its service offering.
  - Develop strategic plans to enable the team to meet its objectives.
  - Improve the budgetary control in the business to maximise its cash run.
- Interim CFO for PsiOxus Therapeutics, a leading immuno-oncolytic virus company. Working with a well-established management team too.
  - Deliver on transformational out-licensing deal - £50M initial out licencing.
  - Develop and implement strategy for the next stage of growth.
  - Manage expansion into the US with preparation for a US IPO and cross over fundraising.
- Prepared the financial model to negotiate the budget contributions for the successful consortium bid for €40m European funding - Working with 17 different bodies.
- Worked with the CEO of an automotive services business to develop new revenue streams and improve profitability, ultimately managing a successful exit with high multiple returns - Exit x8 valuation.

### **Dates**

**May 07 – Sep 10**

### **Employer**

**Lab21 Limited**

### **Position**

**CFO**

A global provider of diagnostic products and services. Annual sales exceeded £20m in 2012.

### **Key Achievements**

- Restructure and refocus of business to increase revenues from £3.0m to £12.0m and reduce loss making activities after the initial financial restructuring.
- Analysed and determined margin improvements and streamlined operational activities contributing to improvement in loss position from £2.1m to deliver profitability in excess of £1m within three years.
- 5 Acquisitions in 1 year.
- Successful refinancing of the business.

### **Dates**

**May 99 – May 07**

### **Employer**

**Alliance Pharma PLC**

### **Position**

**Finance Director**

AIM listed speciality pharmaceutical group based in the United Kingdom. Strong track record of acquiring the rights to established niche products. Pro forma annual sales now exceed £40m.

### **Key Achievements**

- IPO in 2003 via reverse takeover. Ran the financial, legal and investor relations process from inception to admission.
- 11 brand acquisitions in 8 years.
- Building the finance infrastructure to support the growing business from start-up to post IPO.
- Created Governance and Compliance structure to become a PLC.