

**Accomplished and Successful Entrepreneur now Board Advisor, Business Mentor,
Executive Coach & Consultant**

Short Biography



Simon left school with A-Levels in Art and Economics, taking an apprenticeship in bricklaying, then moving into the office to assist his Father to run his £3million turnover construction business in East London, with his brother. He eventually became Head of Administration responsible for all pre-construction activity, marketing, promotion and sales. He went on to install one of the very first construction industry computer systems. After 12 years the company had grown to over £12m.

The business was sold in 1990, then Simon went to work for a London local authority. After successfully taking the service through Compulsory Competitive Tendering, writing and managing the bid process, responsible for staff and union negotiations, he became Head of Strategy and Procurement.

Wishing to help businesses enter the lucrative public-sector contracts arena, Simon successfully assisted owners to help grow and develop their businesses, taking a profit share, and as a result, started and invested in a number of businesses himself. In 1995 Simon and his Brother, with three partners, purchased a dilapidated mansion in Broxbourne, Hertfordshire. Engaging Jack Nicklaus and & Son Design, they opened The Hertfordshire Golf Club and over the next 18 years re-investing profits and by organic growth, developed the St. James Leisure Group to include health club spa, driving range, tennis centre, indoor swimming and sauna centre, three restaurants and two bars. Then seeing potential in two young entrepreneurs Simon invested time and money into their newly formed events business, in which they were having fun but not making any money or headway with clients. Simon mentored the two founders and became an investor and Commercial Director in 2003. Taking “Pukka Up” from small night club venues to the island of Ibiza, changing its model to include boat parties where Simon saw greater opportunity; they progressed the boat party model and created a country licence franchise expanding the business to operate in 36 countries and serving 286,000 a year becoming the “Biggest Boat Party in the World.” He also started a successful outside catering company operating in London and the Home Counties. Growing the Group to a t/o of £27million he successfully exited and sold all his business interests in March 2017.

In the latter part of 2012, he co-founded Fordham Henderson Consulting Ltd., offering professional business mentoring, executive coaching and consulting to businesses large and small, specialising in start-ups, business transformation and business growth strategies; since 2012 Simon has personally mentored over 220 businesses from pre-revenue to £100m turnover across a whole range of sectors and industries.

Simon holds positions as Director and Chair of the Association of Business Mentors and Board Advisor to City Matters, the Community Interest newspaper distributed throughout the City of London. He is also is a Freeman of the Company of Entrepreneurs. Simon has just completed his Masters in Effective Business Mentoring & Coaching.

Most recently Simon was co-opted on to the COVID-19 Business Support Team of the Department of Business, Energy and Industrial Strategy led by Small Business Minister, Paul Scully MP.