

Simon D. Poole BSc (DIS) ACMA

AREAS OF EXPERTISE

SENIOR EXECUTIVE WITH OVER 30 YEARS' EXPERIENCE ADVISING AT BOARD LEVEL

BUILDING STRATEGIC VISIONS THAT CAN BE TRANSLATED INTO ACHIEVABLE BUSINESS PLANS AND MANAGEMENT ACTIONS

TECHNICAL EXPERTISE AND EXPERIENCE IN M&A INCLUDING FINANCIAL PLANNING AND CONTROL, DUE DILIGENCE, MBO/MBI AND DIVESTMENT PROCESS

GROWTH STRATEGIES BUILT ON ACQUISITIONS, MARKETING INITIATIVES AND PRODUCT DEVELOPMENT

CAREER OVERVIEW

2018 to date

Non-Executive Board Advisor

Working with companies in a variety of sectors to assist in developing their strategic and business plans with a view to increasing shareholder value including:

- Helping to develop the strategic direction and translating into deliverable objectives within the business plan
- Providing constructive challenge and support to the executive team and monitoring the performance of the organisation in meeting agreed goals and objectives
- Ensuring effective risk management and financial controls plus compliance with good governance practices
- Contributing to the entrepreneurial leadership of the Company

2002 to 2019 Membership Solutions Ltd:

Chairman & Managing Director

Corbett Keeling Corporate Finance:

Membership Solutions was started initially to offer consultancy services that had previously been available from KPMG prior to the sale of its consultancy division including strategic advice, marketing initiatives, research and product development.

Projects were managed for public and private companies, across a wide variety of sectors, plus charities: -

- Financial Services - Allianz Cornhill, Barclays, Hiscox, Winterthur/Churchill, Norwich Union, Budget Insurance, Kwik Fit Financial Services, Vanquis Bank plc, Style, Creation
- Retail – Littlewoods, WHSmith, Dixons, John Lewis's, MyTravel, ED Communications, JDW
- Healthcare – Go Private/Exeter Friendly, Axa PPP, BUPA, Medical Solutions/CallaDoctor
- Members clubs/charities – Law Society; Young Solicitors Group, Emma's Diary

Additionally, Corporate finance advise (with Corbett Keeling Corporate Finance) has been offered to privately owned businesses including MBO's, MBI's and the acquisition and sale of businesses on behalf of Venture Capital shareholders. (www.corbettkeeling.com)

2007 to 2009 Begbies Trayner:

Partner

Recruited to grow new London Office to offer corporate finance advise to privately owned businesses including raising funds and turnaround advise across a wide variety of industries.

- Developed strategic plan for London Office, and recruited staff
- Developed new business opportunities and advised on variety of deals including finance for MBO/MBI clients and conducting due diligence for Venture Capital providers

1999 to 2003 KPMG Corporate Finance:

Head of Global CF Team

Leading independent global Corporate Finance advisor aimed at deals below \$1 billion. Consistently at top of leagues tables in terms of number of deals completed and in top 10 based on value of mid-market deals.

- Recruited to lead the global development of a new corporate finance insurance team covering life insurance, general insurance and the Lloyds market. In addition to corporate finance advise, business was developed on a multi-disciplinary basis by leveraging strategic discussions with Board level contacts.
- Focussed on deal origination and business development. Fees generated in 2001 in excess of £2m.

- Deals included advising CGNU on the Euro100m acquisition of a life insurance company in Hungary and establishing a pan-European joint venture for the sale of HNW general insurance to Winterthur.
- Clients have included Cornhill Insurance, Domestic & General, Hiscox plc, Heath Group plc, Winterthur, Barclays Private Equity, BUPA, Royal & SunAlliance and CGNU.
- Established press coverage including “expert panellist” position on Post Magazine web site (www.postmagazine.co.uk).
- Member of KPMG Insurance Steering Group, a multi disciplinary leadership team aimed at deciding upon the strategic direction of the KPMG UK Insurance practice.

1995 - 1999 ITT London & Edinburgh:

Strategic Development Director

The 7th largest UK general insurance company with a reputation for innovation. Premiums approaching £1bn and profits £70m. Sold to Norwich Union November 1998.

- Recruited by the Chairman to build a new strategic development team to develop strategies for the Group Chairman and Divisional Managing Director’s.
- Managed M&A activity from origination to execution in the UK on behalf of the parent company, The Hartford Financial Services Group.
- Successfully disposed of four businesses with a value in excess of £7m.
- Negotiated the acquisition of businesses for consideration in excess of £30m.
- Conducted strategic reviews including recommending a general insurance “partnership” approach to organisations such as Nationwide Building Society (\$200m+ GWP), distribution channels, alternative creditor market, small commercial market and a report on the UK life insurance market.
- Chaired change management group of five Group Directors to create and implement growth opportunities and manage the “innovation process”.

1992 - 1995 TSB Group plc:

Commercial Director, TSBCH

Group Head Office of major UK banking, insurance and asset management businesses plus international and non-core operations.

- Managed divestment of non-core operations for TSB Group plc including acting as principal negotiator.
- Successfully negotiated the sale of four businesses for an aggregate consideration of £300m+ including: -
- The £183m disposal of Swan National Leasing to Forward Trust Group.
- The £192m management buyout of EuroDollar.
- Disposal of Wescol International’s US, European and Asian management, agency and broking businesses.
- Negotiations for the sale of TSB Group’s estate agency operations.
- Developed customer profitability process for lending operations enabling better targeting of profitable customer segments.
- Achieved profit targets of £1.5m through rigorous management and financial control of some subsidiaries

FURTHER CAREER CHRONOLOGY

1985 – 1992 TSB Commercial Holdings plc:

Business Planning Executive, Senior Business Analyst & Executive Assistant to Chairman & CEO

International shipping, consultancy and banking operations plus UK motor related businesses and estate agencies.

- Monitoring and controlling six subsidiary businesses with PBT in excess of £30m
- Prepared strategic reviews and project managed two of the main equity investment opportunities
- Managed project and conducted negotiations at Board level for the acquisition of TSB Channel Islands
- Managed annual planning process and sat on subsidiary company Board meetings (PBT increased from £31m to £70m)
- Prepared Group consolidated monthly financial results from individual subsidiaries
- Conducted audits across operating companies for Group Audit function ensuring compliance and financial control

EDUCATION & FURTHER INFORMATION

Qualified Accountant (ACMA)

INSEAD International insurance and financial services school

BSc Accounting & Financial Management (2.1)