| Richard Hadler  CEO | horizontal line Richard Hadler Greenwich, London  +44 7900 500 367  rhadler92@gmail.com [LinkedIn](https://www.linkedin.com/in/richard-hadler-677abab9/)  2022 Forbes 30u30 | Author | Founder | CEO |
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| **ㅡ** Skills | horizontal line  An astute, versatile, charismatic, and decisive business leader and strategic advisor. Experienced leading ambitious high-growth international businesses across multiple sectors.   **Spearheaded** 2x business turnarounds (Raconteur & Sectorlight) **Founded** 2x successful businesses (alan. & Boxtails)  Industry expertise: B2B Marketing, Digital Media, Comms, Publishing, D2C, Technology, Financial Services, D2C & International Real Estate.  Looking for opportunities in:   * High-growth Media, Marketing or Technology firms * Ambitious companies in disruptive industries |
| **ㅡ** Experience | horizontal line Aifer Ventures / General Partner (launching Q1 2023) Oct 2022 - Present Leading the launch of a new UK-based venture studio specializing in working with non-technical founders to brands that disrupt traditional industries. All of our ventures will be built with AI technology at their core and our focus is around getting our ventures to revenue as quickly as possible.  Strategic Advisor / Board Member Oct 2022 - Present Board-level advisor specializing in commercial growth, organizational strategy and efficiency. Current clients include: [UserLed](https://www.userled.io/), [GreenPixie](https://greenpixie.com/) & [Founder & Lightning](https://www.founderandlightning.com/).  alan. (formerly Raconteur Agency) / CEOOct 2019 - Dec 2022, London   Exited in October 2022. When we launched alan. the brief was to build the most disruptive B2B Marketing agency in the UK. Over 5 years, we proudly built an agency that challenges every preconception about B2B agencies. Specializing in Tech & FS and Place, our clients included Google, Schroders, Mastercard, AWS and Knight Frank.  * Grown turnover from £0 - £7.5m in 5 years (65 employees) * Increased avg. client value from £100k to £350k * Led successful rebrand from Raconteur Agency in 2020 * Ranked 3rd in B2B Marketing’s annual agency growth report * 90% staff retention rate 3 years running  Sectorlight / CEOJune 2021 - Dec 2022, London, Baku & Dubai   Exited in October 2022. Sectorlight was acquired by alan. in 2021. The business was entering administration and hemorrhaging money. We primarily decided to acquire the business due to its 25 years of industry pedigree, however the business had been severely hampered by poor financial decisions under previous ownership.  * Led acquisition in 2021 (previously owned by Saatchi & Saatchi) * Increased GP Margin from 52.5% to 74.1% within 18 months * Led significant business transformation efforts and turned business around from -£400k EBIT in 2021 to break even in 2022 * Successfully launched the Dubai office (based in Media City) which had a profitable turnover of £1m in its first full year of trading  Boxtails / Founder October 2020   Founded [Boxtails](http://www.boxtails.co.uk) at the start of the pandemic in response to trying to salvage a bad investment decision. Within 6-months the eCommerce business was turning over £130k per month. The business has now sold over 1m cocktails and generates its income through multiple revenue streams (eCommerce, trade, and events).  * Launched a bootstrapped D2C brand in response to pandemic (£30k initial investment) * £800k turnover in first 12-months of trading * Sold majority stake in the business in May 2022  Raconteur / Commercial DirectorJun 2017 - Oct 2019, London   Raconteur is now one of the UK’s leading independent publishers. It’s the go-to destination for the C-suite to consume content about niche business topics. When I joined the business, we were just 9 employees. Now the publisher has more than 80-employees and benefits from a diverse stream of publishing revenues.  * Responsible for entire Revenue operations (18 people) * Led turnaround from -£650k EBIT to £2m profit * Launched new digital product proposition which led to 200%+ YoY financial growth * Conceived our agency offering (now alan. agency)   **Raconteur /** Head of Publishing June 2014 - Jun 2017, London  * Responsible for 50% YoY revenue growth * Built strategy to increase monthly website visitors from 40,000 to 200,000 |
| **ㅡ** Education  & Awards | horizontal line The Open University / Business ManagementSeptember 2010 - September 2012, Remote  **Forbes /** 30under30Named in 2022 European Marketing list**Author /** Marketing: The Bottom LineBook published in February 2022 ([link](https://www.amazon.co.uk/Marketing-Bottom-Line-marketing-perceived/dp/1739782011/ref=sxts_rp_s1_0?crid=3B92XNQC99EMW&cv_ct_cx=Marketing+the+bottom+line&keywords=Marketing+the+bottom+line&pd_rd_i=1739782011&pd_rd_r=8c897da5-58aa-482a-a4fe-8bc858052a62&pd_rd_w=Q9V7Q&pd_rd_wg=hSzXl&pf_rd_p=3620568b-626f-42ce-92ec-2ee027f498a4&pf_rd_r=T75W51RKN1VFGKNE63QZ&psc=1&qid=1650523817&sprefix=marketing+the+bottom+line%2Caps%2C49&sr=1-1-1890b328-3a40-4864-baa0-a8eddba1bf6a)) **Host /** B2B Marketing: The Provocative TruthCo-host of UK top 10 marketing podcast ([link](https://podcasts.apple.com/gb/podcast/b2b-marketing-solved/id1604846399)) |
| **ㅡ** References | horizontal line  Available upon request |