

# Viv Parry

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## Executive Summary

An experienced Chartered Accountant with an SME focus, Viv has been at the forefront of business and strategic growth for 30 years. From a grounding at PWC through to crafting her niche, that today sees her working with SME businesses where they need a commercially astute finance expert to help drive them forward.

Very much of the mindset that one size does not fit all, Viv takes a key outside/in view of a business, working with the board and key stakeholders to define the desired purpose and outcome, Viv then helps craft a commercially focused financial strategy to truly define the art of the possible.

With a mindset that very much helps a board focus on its mission-vision and values, Viv knows from first-hand experience that with tight leadership, business strategy and financial focus that positive results always follow.

Viv has the benefit of being a finance person with a commercial streak and mindset of coaching and mentoring key stakeholders on the journey, leaving her with an unrivalled SME focus and skillset blend to be truly leveraged to great effect. Viv's approach is confident and supportive with a focus on strategy then action and accountability. Open to Non-Executive engagements, consultancy and fractional FD/COO engagements, Viv is ultimately looking to add to her portfolio a small set of businesses who truly want a tailored and personal outcome driven strategy at board level.

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## Key Skills

Leadership

Financial Reporting and Control

Strategic Planning

Commercially Astute

Key Stakeholder Management

Operational Excellence

Financial Governance & Oversight

Communication Excellence

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## Advisory Portfolio

### Rework Office Furniture – Non-Executive Director

**2022 - Date**

Appointed to support the business owner with growth strategy and exit planning including monitoring KPIs to ensure accountability and effective performance management.

### Cumbria's Museum of Military Life – Trustee

**2019 - Date**

Leading financial systems upgrade and supporting the finance team.

Attending quarterly trustee meetings.

### Capital Pilot t/a Cap Nova – Board Advisor & Chair

**2018 - 2020**

Initially appointed as Board Advisor to support the founder with strategy and growth of this start up ratings agency, subsequently appointed Chair to ensure Financial Governance in place.

### Future Everything CIC – Key Advisor

**2019 - 2020**

Responsibility for Financial Governance and Mentor to the Financial Manager for this organisation which supports rising talent in the digital and creative sectors.

### Collctiv – Key Advisor

**2019 - 2020**

Advisor on Growth and Mentor to the Business Owner who has developed and launched an app to improve the management of group payments.

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## Corporate Career

### Be Amazing Ltd – Founder

2015 – Date

A consultancy with a vision to support and enable business growth through financial and strategic advice, along with coaching and mentoring.

Working at senior leadership level guiding and supporting business owner's decision making along with ensuring robust financial reporting and control systems are in place.

Engagements include appointments in fractional finance roles and short-term assignments such as forecasting for acquisition.

Other finance roles have included consultancy for Duke Studios Leeds, a company providing inspiring workspace to those in the creative sector, the role was to ensure robust financial reporting systems were in place and to support and mentor the owners and their team.

Other Roles have included mentoring on:

The government's "Help to Grow" programme, mentoring business owners across a variety of sectors.

"FreelanceHER100" a programme for female freelancers and

Brighter Sounds "Both Sides Now" programme for musicians and artists.

### GSI – Growth Consultant

2022 – Date

GSI specialises in growth and innovation delivering consultancy services to businesses across multiple sectors.

Working as one of a team of growth consultants with a focus on financial analysis.

### Daletech Electronics Ltd – Finance Director and Co-Owner

2019 - 2022

Led a digital transformation strategy to enable the business to grow and scale.

The company is over 30 years old and required a full operational and financial systems update with access to a KPI dashboard to monitor performance against strategy.

The strategy included the implementation of Oracle's Netsuite with a bespoke estimating and purchasing module to give visibility of work order profitability and to streamline purchasing.

Carried out Finance Director duties including accessing funding to support the business during the pandemic.

### Exquisite Handmade Cakes Ltd – Founder and Finance Director

2004 - 2015

Acquired the business from liquidation and as sole shareholder and director, led the business from a turnover of £100k to £1.7m.

The business supplies a nationwide network of food service distribution companies.

The growth was achieved by focussing on the development and maintenance of key stakeholder relationships along with the implementation of robust strategic planning and financial processes for reporting and control.

A suite of KPIs were regularly monitored to ensure strategic goals were achieved.

A key element of the growth strategy was to develop talent from within the company resulting in a very low staff turnover.

Fundraising for growth was obtained from traditional sources and from new challenger providers including Market Finance.

The business was sold to investors and continues to scale.

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## Education

Northumbria University – 1<sup>st</sup> in Accountancy

University of Leeds – Goldman Sachs 10,000 Small Businesses Programme

University of Oxford – Goldman Sachs 10,000 Small Businesses Alumni Programme

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