**WILLIAM PARTRIDGE**

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I am a Non-Executive, Executive Director and Investor with twenty-five years of commercial executive experience; predominantly across the banking and finance industry. I have demonstratively created capital value with Non-Executive Board experience in the technology space and the not for profit sectors.

In an Executive capacity I am an equity market specialist with a strong understanding of capital markets & how they operate with an ability to explain complex solutions and business models clearly and succinctly. I am a highly effective leader, manager, networker & collegiate team player with well established relationships across a diverse range of corporates and likeminded financial professionals.

Through knowing what criteria, I look for in a public market investment and what I understand as the key value drivers to capital appreciation I can objectively appraise private companies on what needs to be focused on. I invest and partner with founders & executives to ensure that as their business develops, they have in place the correct structure and process to maximize value for all stakeholders. In addition, I have; through the organizations I have become involved gained specific experience around corporate governance & audit.

I left Credit Suisse February 2020; where I was a senior executive in their equities division, to launch my own asset management business.

**Non-Executive Board Experience**

2019 – Present Airlite plc

I was invited by Ajuivo; who seeded an innovative paint business called Airlite, to become a board director. I am working with all stakeholders to ensure that the inherent value within the business can be crystallized. Specific work I undertook on cost benefit to a potential customer led to the adoption of a more focused tiered sales approach and I have worked to strengthen the finance function.

2019 - Present On Hand plc

Joined the board of a digital platform business that was founded and seeded by the incubator hub “Good Lab”. OnHand matches young professional volunteers with older adults that need help with simple tasks, thereby helping to address the growing care gap for older adults at a dramatically lower cost. I chair the audit committee and monitor governance. I provide strategic advice around the two most important kpi’s - the ratio of LTV / CAC and the recurring nature of the customer acquisition cost of the volunteer and the correct cost per lead marketing strategy to the older adults. Helping to fund, scale and grow the business.

2019 - Present Ultima Asset Management plc

Advisor to a fast growing and innovative provider of financial solutions within the real estate sector. I have been asked to have specific responsibilities towards the governance of the business helping for example to resolve conflicts of interest and to oversee the “flow” of investment opportunities. I have helped to build a comprehensive risk framework assessing each opportunity stand alone and how it compliments their existing portfolio.

2018 – Present Hammersmith Community Garden Association

Deputy Treasurer with a specific oversight around fund raising in terms of helping to secure substantial funds for the “greenhouse project”. Working with the CEO to ensure the staff & volunteers had a more modern approach to digital marketing across social media platforms.

2018 - 2019 Kentish Town City Farm

Treasurer. With the Chairman consulted with all stakeholders before embarking on a 14-month restructuring of what was a struggling mid-sized charity. It needed an overall adoption of better business practices and through explaining clearly the complexities of the inherited position to the core founder – Camden council, adopted a framework that allowed for the proper allocation of human and financial resource. The aim was to ensure not just the short-term viability of the farm but to provide an environment that allowed the staff, volunteers and all stakeholders to benefit from a truly sustainable inner-city farm.

**Executive and Advisory Success**

Built, scaled and ran investment funds that invested in European equities for Lehman Brothers, Millennium Partners and Pioneer Asset Management. With expert recruitment skills, I hired analysts and collectively we grew assets and proved to have a strong risk management culture alongside excellent communication skills. Similarly built, scaled and ran successful sales led businesses at blue chip investment banks with direct responsibility for senior client relationships, whilst chairing committees assessing business opportunities, which along with other exposure to business owners and entrepreneurs, has given me a solid foundation for the role of Non-Executive Director.

Personally, I have built a portfolio of investments in nascent public & private companies — across a variety of sectors with a bias towards growth technology companies, becoming a trusted advisor to several CEOs and business owners. One example is Sopheon, where I regularly met with the Chairman to advice on presentation and strategy. Helping to disaggregate a complex set of legacy issues from a business model that was “pivoting” by offering impartial advice across the stakeholders, leading to the creation of considerable increased equity value.

**Executive Experience**

2020 – present Partner, Perdix Capital

I co-founded Perdix Capital in early 2020. Perdix is a small fund management business focusing on small UK quoted companies. The business deploys capital in a very structured formulaic way; working closely with management to deliver shareholder value.

2014 – 2020 Credit Suisse Director of European Equity Sales

Senior Director responsible for several of the largest European clients; who with the team that I put together to help run these relationships collectively grew revenues by 25% in the last 12 months. I work with other areas of the business exploring opportunities to create capital value, ensuring clear communication, particularly around the financial objectives of new business ideas.

2014 – 2014 Investec Director of European Equity Sales

I had responsibility to lead, scale and run a sales team that collectively built a number of relationships with the firm’s targeted client base.

2012 – 2013 Pioneer Asset Management

Specific responsibility as lead portfolio manager for the flagship European UCITS fund. I hired analysts, with complementary skills and collectively we built a robust risk management and stock identification process. Clear communication with investors over our business plan, process and team structure ensured assets at the fund we inherited stabilized at $400m before incremental capital was created through good performance.

2011 – 2012 Investec Director of European Equity Sales

Identified, hired and led a team of salespeople with complimentary skills that helped build strong relationships with the targeted clients. We were building a new business line for Investec and as such we identified priorities and targets communicating with shareholders at all times clearly and succinctly, sharing business plans and progress at regular intervals.

2008 – 2011 Millennium - Partner & Portfolio Manager

Lead manager of a long short pan European equity market neutral portfolio. Hired a team where collectively we grew assets under management from $200m to $800m. We grew assets for two reasons. As well as performing strongly we proved we had a thorough process of risk management that we were able to communicate clearly and succinctly with the owners of the business. We shared ideas and process with other portfolio managers that allowed all to benefit from the “fly wheel” effect of best practice.

Started as a graduate trainee at UBS in 1994 – career details from 1994 to 2008 available on request but include time after I left UBS in 1998 at Credit Suisse and Lehman Brothers.

Education

1985 - 1990 Harrow School. 4 A Level’s. 3 A’s.

1991 – 1994 Bristol University, Geography

Interests  
Volunteering: Global Witness - I worked with Global Witness in 2017, on a project around the Democratic Republic of Congo & with Synchronicity Earth - a small environmentally focused foundation, on fundraising.

Married with 3 children. I am a keen skier, golfer and pencil drawer.

References available upon request