Track Record

Thirty Years as a Founder and CEO

Most people who advise CEOs on growth have never carried a number or signed a payroll. Thirty years of building, buying, fixing, and selling businesses is what HEP brings to the table.

~$80m	~$40m	2	4
Built from start-up in five years, 500 employees, and 1,000 customers	Realized across five separate divestitures	Turnarounds led as the incoming executive	Acquisitions executed and integrated

Founded, Built, And Sold In Five Parts

Catalyst Solutions | Founder and CEO | IT Systems Integrator

SITUATION Founded as an IT systems integrator selling into SMB and mid-market businesses, starting from nothing in a market dominated by IBM and its established partner network.

APPROACH Built five distinct business lines rather than a single offering: Managed Services, Disaster Recovery, SAP Reseller, JD Edwards Reseller, and IBM Business Partner. Growth came 85% organically and 15% through acquisition, with three acquisitions executed and integrated. Operations expanded across the U.K. and into Chicago, USA and Paris, France.

> **Grew from start-up to ~$80m in revenue, 500 employees, and 1,000 customers in five years. Surpassed IBM to become the second-largest AS/400 disaster recovery business in the U.K. Reached #3 IBM U.K. AS/400 Reseller within twelve months of start-up, and #1 within two years. All five businesses were subsequently divested separately for a combined ~$40m.**

Partnership Access That Larger Competitors Could Not Get

nDivision | Founder and CEO | Managed Services and Intelligent Automation

SITUATION A start-up managed services business attempting to compete for enterprise work against established national providers, without their scale, balance sheet, or vendor relationships.

APPROACH Rather than competing head-on, built leverage through partnerships. Secured a Dell professional services partnership under the GeoPartner program as a start-up, which had not previously been done. Acquired a small Managed Service Provider and used that position to lobby Dell into creating an entirely new program in which Dell sold Managed Services delivered by partners, with the company appointed as a founding partner. Negotiated an Intelligent Automation agreement with IPsoft, a vendor that typically partnered only with IBM, Accenture, and Deloitte.

> **Personally closed a $6.9m contract at Vistra Energy, a $3.9m five-year agreement with Easton Bell Sports within three years of start-up, and $1m at SRS Distribution. Acquired and integrated 58 contracts from another Managed Services provider.**

Stabilised And Returned To Viability

AssurIT | CEO | Turnaround

SITUATION A Managed Services business with declining sales and revenue, brought in as incoming CEO to reverse the position.

APPROACH Reduced cost through right-sizing and job realignment while redirecting resource toward revenue generation. Negotiated an agreement with IBM under which it branded AssurIT's solution as an IBM offering, extending market reach without capital investment. Rebuilt the sales pipeline and personally led the largest pursuits.

> **Personally won multiple six-figure agreements, including Rothschild & Co. The business was returned to growth and viability.**

Sales Doubled In Six Months, In An Unfamiliar Industry

Precision 3 | Vice President of Sales, promoted to President | Turnaround

SITUATION Declining revenues in a multi-level marketing (MLM) business focused on health and wellness, an industry with commercial mechanics entirely unlike the IT sector where the experience had been built.

APPROACH Learned the MLM industry from the ground up, then applied structural rather than motivational fixes. Right-sized staffing and realigned roles. Rebuilt the member recruitment process. Aligned sales teams around clearer accountability and revised KPIs. Implemented new processes, workflows, and marketing initiatives.

> **Sales doubled within six months, resulting in promotion to President. The business was stabilized and returned to growth.**

Also

- **CMC Networks.** Established a new professional services business line by extending a Dell partnership to GeoPartner status. Reached top-three Dell GeoPartner ranking in the U.S. within three months, generating new revenue with no capital investment.
- **Device as a Service, U.S. market entry.** Built a ~$750m pipeline and the full commercial toolkit from scratch, including a total cost of ownership calculator, value proposition, data sheet, white paper, presentation, and proposal.
- **Recent engagement, B2B software and services.** Drove a 56% increase in recurring revenue. Re-engineered pricing, redefined the value proposition, built an ROI methodology and enterprise-class proposal, and created referral, reseller, and channel partner programs.

Beyond Growth

Growth is rarely the only question. Companies at an inflection point are usually weighing cost structure, capital, and strategic options at the same time. HEP has founded, funded, acquired, divested, and restructured businesses across thirty years, and can engage on those questions alongside the growth work rather than referring them out.

Restructuring & Cost Redeployment	**Capital Raise Preparation**	**Acquisitions & Divestitures**	**Financial Modelling**

Serial entrepreneur. Four acquisitions. Five separate exits. Two turnarounds. Sectors spanning Systems Integration, Managed Services, ERP, Professional Services, SaaS, and consumer.