

# SI Partners

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For finance and transactions including M&A, MBO, equity incentives, stakeholder alignment and exits, we recommend SI Partners

The style of **SI Partners** is straightforward (some might say 'blunt') but their clients are busy people and don't have time to decipher messages bound up in presentations. While they have the best products and tools at their disposal to improve business processes, it is their ability to change the behaviour of their clients that defines their proposition. Their team brings together many years of hands-on, entrepreneurial experience and a passion for 'people businesses'. Their experience includes: -

- Owning & managing marketing services businesses from start up to exit
- Scaling businesses through organic growth, debt and private equity funding
- Planning and executing trade sales including earnouts

Whatever the nature of the ongoing relationship - non-executive Chairman, interim FD, personal development coach or business consultant - they do not ask their clients to sign up to onerous contracts or notice periods. They operate from a basis of mutual trust and charge according to the results they achieve and the value they create.

SI Partners analyse strategic issues and coach senior management to achieve business improvement. They have finance professionals who advise clients on the strategic aspects of funding and information management - and help them to implement improvements. And transaction experts, who craft optimal deal structures and ensure that negotiations progress smoothly to a successful conclusion.

*Key People: -*

**Charles Fallon** - For nearly a decade Charles was Group Account Director at Saatchi & Saatchi for clients such as Hewlett Packard and Schweppes. He restructured their direct marketing and sales promotion offerings, and launched Saatchi Vision and Saatchi Interactive. Charles is a frequent speaker at conferences and runs a series of workshops with the AAR.

**Otto Stevens** - He recently undertook a profit improvement programme at a multinational PR group, turnaround programmes for two UK agencies, and a cross-border MBO. He did a share buyback for Iris during a period of rapid growth then joined them as CFO as an integral part of the management team implementing group strategy and overseeing a period of sustained growth. His expertise helped increase profits whilst setting up new overseas offices in North America and the Far East, and making investments in data, digital and brand planning disciplines / services. Prior to Iris, Otto was a co-founder of Pembrige Partners, providing management consultancy, corporate finance and investment funds for creative businesses. He qualified (FCCA) as an accountant with Grant Thornton's corporate finance team, becoming lead adviser on a number of M&As.

Nick Horswell - Nick founded PHD, which grew to around £90m turnover, selling to AMV and merging with their media department to begin a 5-year earn-out with "very scary targets". By the end of 2000 PHD was a group of 8 companies, employing 240 and turning over nearly £400m with very healthy profits and margins. In early 2002 Nick left to set up Uncle, offering consultancy support (uncle-ing) to small and medium sized creative agencies and the people who run them. Since then Nick has worked with companies in every sector of marketing services, and more recently with a number of other consultancy businesses.

Tristan Rice - Tristan works with founder Alistair Angus on the transactions practice, advising entrepreneurs on exit strategies, and manages and negotiates corporate transactions internationally. Prior to SI Partners, he built and sold the media planning & buying agency Red Media. He set the agency up at the age of 24 undeterred by lack of money or agency experience. The business grew quickly, winning a number of prestigious clients in the luxury goods and fashion. In 2005 Red Media was acquired by BLM Group.

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