



FD Profile

Darren Trice

Interim experience:

- Retail
- Professional Services
- Technology
- Engineering
- Logistics
- Import/Export

Full time career:

- Group Finance Director/Chief Operating Officer – Yes Group – International Marine Electronics Group £10m turnover – 6 years
- Group Finance Director – Brand Advantage Group – Wholesale/Retail Leisure Group £5m turnover – 3 years
- Chief Finance Officer – The Gadget Shop – UK Retail Group £35m turnover – 6 years
- Financial Controller – Communique – Advertising/Media £1.5m turnover – Turnaround project – 1 year
- Qualified FCMA

Biography

Darren is a Chartered Management Accountant with 21 years experience working with fast growing SME businesses; 16 years as Finance Director/Financial Controller and 5 years in Chartered Accountancy practice. Darren has significant experience of running and advising SME businesses, both as Finance Director and Chief Operating Officer.

He has developed a successful track record of working with businesses looking to implement growth strategies, and also with underperforming companies needing to change and adapt in challenging situations. Darren has worked with a number of small and medium sized companies, with annual turnovers varying from £300k to in excess of £35m. He has undertaken full business reviews covering profit generation and growth, cost control, cash flow management and strategic analysis.

The hallmark of his approach is developing tailored solutions that the company is capable of achieving, building capacity and

competences at a pace it can cope with and afford, without taking on unnecessary risk. Darren has the ability to get closely alongside the management team whilst remaining independent, and is able to grasp and analyse situations quickly, and therefore offer practical and cost effective solutions.

His key attributes include being commercially astute, insightful, wise counsel, an original thinker, challenging, personable and ethical. As a Chartered Accountant and Chartered Director, his academic credentials give him a rigorous analytical approach to problem-solving. His corporate and board experience has created an in-depth knowledge of company operations in a number of sectors. This together with his hands-on commercial approach and strong communication skills has contributed to his successful leadership of a number of business advisory roles in the SME business sector.