



FD Profile

Stuart Rook

Interim experience:

3 years – worked with > 20 clients including:

- Manufacturing
- Specialist Engineering
- Specialist Textiles
- Construction
- Technology

Full time career:

Long & Co, Chartered Accountants, qualified FCCA

Dorlux Beds Limited – £20m turnover bed manufacturer

Pocket Spring Bed Company, division of Silentnight Group Limited –
£4m turnover bed manufacturer

Havells Sylvania UK Limited – £30m turnover, Compact Fluorescent
lamp manufacturer

Biography

Stuart is a commercial finance professional with a track record of supporting owner managed businesses through difficult times. Most of his recent experiences have arisen due to business' troubled relationships with their bank managers. Usually underlining these issues is poor cash management and declining trading performance.

Stuart always approaches his role in a hands-on manner, simultaneously stabilising the banking relationship, taking control of the cash flow management and improving the trading performance.

His recent portfolio included a hands on interim role at an £8m demolition and waste management company, various finance raising projects as well as his more established portfolio of clients. Prior to joining FDYL, Stuart's full time roles were Plant Controller

for a UK Manufacturing subsidiary and Financial Controller for the UK sales division of Havells Sylvania, Financial Controller for a manufacturing division of Silentnight Beds and Company Secretary for Dorlux Beds Limited.

Stuart qualified as a Chartered Certified Accountant in 1994, providing taxation, accounting and general business advice to owner managed SME's.