



David Eaton MBE

Finance and accounting across multiple sectors

Profile

David is an FCA - qualified (PwC) Finance Director with extensive experience in business strategy, financial reporting, resource management, Health and Safety, team building and corporate governance. He has expertise within SMEs across multiple sectors including construction, housing, retail, healthcare and not for profit. He has utilised this experience to help management teams become accountable for financial and other KPIs and reverse underperformance. David is a proven inspirer of people with the ability to gain cross-organisation buy-in.

He has been Director of the SME Strategies Network since 2015 delivering cost effective business solutions to SMEs

Qualifications and Experience

- Member of the Order of the British Empire (MBE)
- Fellow of the Institute of Chartered Accountants in England & Wales (FCA)
- Building Finance Professional (BFP)
- Former Member of the Institute of Directors
- Member of the Forum of the Built Environment (former London committee member)
- Member of the Faculties of Finance & Management, and Taxation [ICAEW]
- BA Hons Theology Trinity College, Bristol [CNAAB]
- BSc Hons Management and Chemical Sciences University of Manchester

Other significant areas of training

- Innovation in Action
- NLP for business success
- The Tavistock Leicester Conference "Authority, Leadership and Organisation"
- Equal Opportunities

Some of David's Projects

Client: Family construction business
Sector: Building and Construction
Specialism: Finance, strategy, marketing & HR

Brief:

- Create business strategy for a loss-making building contractor
- Build client relationships and market the firm with a new website
- Take on responsibility for finances and resources (cash, people & sub-contractors).
- Champion innovation

Outcomes:

- Developed a 3-year business plan with actions/outcomes by year
- Grew business from £2m to £5m turnover and became profitable
- Introduced dynamic financial reporting & forecasting, HR function and H&S processes
- Created a senior management team with individual goals, underpinned by a focus on innovation

Client: Family dressmaking and upholstery business
Sector: Retail
Specialism: Finance, strategy, and marketing

Brief:

- Turnaround a loss-making business and generate new product lines
- Oversee creation of a new website
- Improve morale into the business
- Introduce systems into the business

Outcomes:

- High street shop refurbished and new website created (with videos)
- Self confidence in owners restored (with consequential energy for innovation)
- Financial reporting (with targets) introduced and client databased developed/used
- New products developed and strategic alliances created

Client: Therapy and counselling services provider
Sector: Healthcare
Specialism: Finance Strategy & Business Development

Brief:

- Provide business advice and be a sounding board to support and resource new initiatives.
- Support the client's move to Germany and create of a new business whilst continuing to develop the UK business
- Gain professional accreditation for the business and create a full set of policies
- Oversee client's tax affairs in Germany and UK (double tax mitigation)

Outcomes:

- Created strategic plan with a system of financial reporting
- Additional website created in Germany
- Empowered team members to grow the business
- Strategic change of business emphasis to move to new market of online counselling by video



Business **ADVICE**
TRAINING EVENTS
NETWORKING SPACE

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