

“Anthony is an innovative and supportive finance adviser who I have trusted over an extended period. I recommend him, he has contributed greatly to my business.”



Anthony Clayden: Outline CV Executive Summary

A highly experienced Finance Director, I run Strategic FD. We support ambitious life sciences and technology companies looking to increase their wealth and stability – providing strategic, commercial and financial expertise to achieve their objectives.

Having advised over 40 companies, I am practised at helping boards develop and achieve their growth plans. In addressing numerous challenges over almost 20 years, I have become adept at identifying root causes to get businesses back on track. My focus is always to support you and your management in building the platform to realise that all-important growth, trade sale or IPO.

Please contact me for a free consultation and to review your client needs assessment

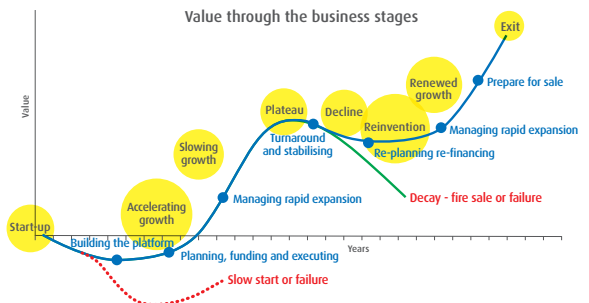
Anthony Clayden

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Industry Experience - Overview

The Strategic FD role covers more than finance

To support and advise clients, I provide a fresh commercial perspective and take an active strategic role at all critical business stages (in blue on graph).



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ICAEW
CHARTERED
ACCOUNTANTS

Industry Sector Experience

I have comprehensive experience across the life sciences and technologies sectors. Because confidentiality is often vital for my clients, I can share general rather than specific information on the types of companies I have supported:

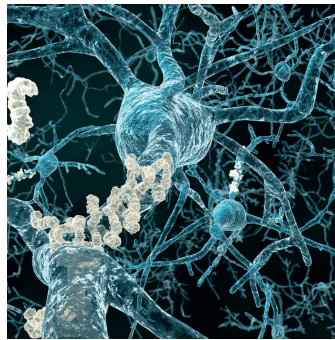
Lifesciences		Technology	
Drug development and licensing	<ul style="list-style-type: none">• Neuro-degenerative disorders• Sexual dysfunction/pain relief• Epilepsy	Digital health systems	<ul style="list-style-type: none">• Patient records (bowel disease)
Drug sales	<ul style="list-style-type: none">• Unlicensed medicines	SAAS	<ul style="list-style-type: none">• B2B web intelligence• Retail
Medical devices	<ul style="list-style-type: none">• Sexual health	Applications	<ul style="list-style-type: none">• Brain training (healthcare)
Diagnostics	<ul style="list-style-type: none">• Home use diabetic testing	Software	<ul style="list-style-type: none">• Knowledge management• Multi-media
Equipment	<ul style="list-style-type: none">• Tablet characterisation• Biochromatography	Equipment	<ul style="list-style-type: none">• Satellite receivers• Mobile telephones
Services	<ul style="list-style-type: none">• Predictive modelling of trials• Contract sales organisation• Data analysis	Services	<ul style="list-style-type: none">• Support and professional services• Cloud computing• Customer contact channel services• PCB testing• Audio visual
Healthcare	<ul style="list-style-type: none">• Domiciliary care• Private ambulance service• Primary care properties	Systems	<ul style="list-style-type: none">• Retail and loyalty• Heating, ventilation, air-conditioning

“Anthony has the rare ability to be able to focus on the detail of a project whilst adding strategic insight. He adds new ideas and drives them to successful implementation. I would have no hesitation in recommending Anthony who will add value to any client.”

Services Provided

Clients usually make contact with me for help in one or two specific areas, such as forecasting or to sort out the finance team. After this, I apply a broader range of services to meet strategic objectives. Don't hesitate to ask about any project.

Services Provided	Examples of Results
<ul style="list-style-type: none">• Strategy and planning• Budget & forecasts• Performance reports and analysis• Board & senior management meetings and advice• Financial management• General commercial advice• Key relationship management	<ul style="list-style-type: none">• Rapid growth: sales up 200% without over-trading• Profit increases: up 50% and cash reserves 250%• Turnarounds: from sales 33% down to 125% up• Disposals: £40M of owner managed businesses
<ul style="list-style-type: none">• Company secretarial and corporate governance• Ready for sale/funding	<ul style="list-style-type: none">• Finance functions: re-design, outsource and new systems• Transitions: low margin kit to high margin services• Shareholder follow-on rounds: £2.6M received for 6 clients• Accelerated start-up: €8 million funding secured• IPOs: successful AIM listing and £13M+ placings



“Anthony was engaged when our previous FD left the company and he quickly picked up our accounts and financial management. Anthony works as a full member of the team and has been very helpful in a number of areas, including drawing up new budgets, formulating strategy and corporate governance.”

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Career History

My background includes working in professional services and corporate organisations, as well as with SMEs. While bringing to bear technical financial expertise, I understand the complexities and realities of running an ambitious, growing organisation. Do feel free to ask me about any of these roles.

Dates	Portfolio FD	Finance Director	Professional Services
Nov 11 to date	Strategic Finance Director Limited , Portfolio FD service		
Jun 08 - Oct 11		Special Products Limited , Medicines for rare diseases	
Oct 01 to May 08		Futura Medical plc , AIM- quoted consumer healthcare	
Aug 01 to Feb 05	Flexible FD Limited , Portfolio FD service (inc Futura Medical)		
Jul 00 to Jul 01		Redstor Limited , Data storage services (now cloud computing)	
Aug 99 to Jul 00		advantage @ the edge ltd , executive search & e- commerce	
Jan 97 to Aug 99			PwC , Technology sector corporate finance
Dec 94 to Dec 96			KPMG , Technology and services corporate finance
Jan 91 to Nov 94			BDO , Auditing and qualified as a Chartered Accountant