



mercia
Ventures

Chair Summit 2025

Salisbury House, EC2M 5SQ

Wednesday 5th February 2025

Agenda

- 10:00 Arrival and refreshments
- 10:30 Session 1: The key ingredients for value creation planning
- 11:30 Session 2: Why businesses fail: Lessons from experience
- 12:30 Lunch
- 13:30 Session 3: Understanding customers and the competitive landscape
- 14:15 Break
- 14:30 Session 4: The power of a plan on a page
- 15:30 Wrap up & networking
- 16:00 Close

Timings

10hrs – 16:00hrs

Dress code

Business casual

Contact details

Name: Lisa Ward
Email: lisa.ward@merciamerica.co.uk
Mobile: 07725 218 589

Name: Sian Avent
Email: sian.avent@merciamerica.co.uk
Mobile: 07392 392 629

Name: Alison Dwyer
Email: alison.dwyer@merciamerica.co.uk
Mobile: 07958 918 784

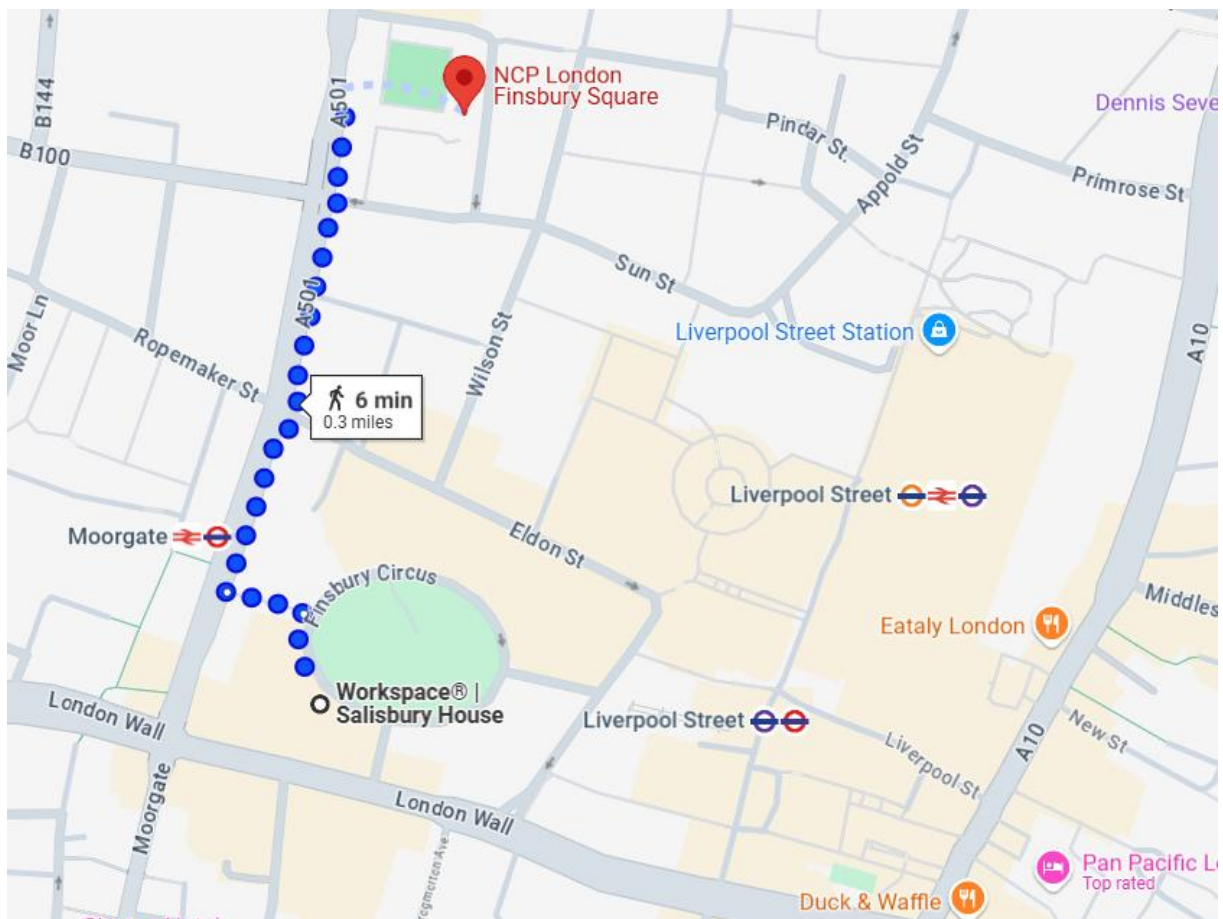
Getting there

Venue: Salisbury House, 29 Finsbury Circus, London, EC2M 5SQ

Salisbury House is located in Moorgate. It is a 5-minute walk from Moorgate Station and a 7-minute walk from Liverpool Street Station.

If you are driving, the closest car park is [NCP London Finsbury Square](#), which is a 6-minute walk away from Salisbury House.

Map



Speaker



Jon Andrew

Jon co-founded Ārahi in 2021 having spent two decades in Private Equity Value Creation.

He started his career with PwC where he worked across the Audit, Training and Transaction Services functions. Jon subsequently moved into Private Equity, where he spent more than 13 years in senior roles at Lloyds Development Capital (LDC) and Inflexion.

Jon is a veteran of over 100 value creation programmes and has held a wide variety of roles including CFO, COO, CIO, Executive Chair and Non-Executive Chair. He currently serves as Chair of a Bridges Fund Management business, Nexgen Services.

Jon is also a published author with Strategic Value Creation (2024) which he wrote together with Rupert Morrison.

Mercia hosts

Alison Dwyer

Head of Marketing & Communications

Angela Warner

Managing Director

Chris McCourt

Investment Director

Lisa Ward

Head of Portfolio Talent

Sian Avent

Events & Communications Coordinator

Victoria Robson

Portfolio Talent Manager

Our guests



Sarah Doyle

[LinkedIn Profile](#)

After a decade in board-level positions, Sarah transitioned to Non-Executive and consultancy roles with a specialism in retail. She now serves as NED at Heidi, Abel and Cole, Pure Pet Food and Belazu Ingredient Company.



Neil Hayward

[LinkedIn Profile](#)

Neil has held leadership roles in significant UK companies and governmental organisations. Focused on strategy and business development, he now serves as a portfolio chair, adviser and investor.



Magnus René

[LinkedIn Profile](#)

With around ten years' experience in board positions, Magnus is an executive in technology growth in an international environment. He is currently a board member and strategic advisor for various companies including Elos Medtech, BoMill and AMT PostPro.



Antonio Benedetti

[LinkedIn Profile](#)

Antonio is a Chief Executive Officer and Director with broad international experience in the pharmaceutical, automotive and capital goods industries. He currently acts as Chair for Kuano and as General Manager for VIDAS.



Maya Moufarek

[LinkedIn Profile](#)

Maya, a board member and angel investor, has a distinguished track record in marketing and growth, notably with Pharmacy2U. She continues to influence startups and growth-stage companies as a fractional CMO.



Glenn Jones

[LinkedIn Profile](#)

Glenn is an experienced Chair, NED and founder, with a background in TATech, EdTech and recruitment advertising. His current positions include Chair at both HR Datahub and StudentCrowd.



Karen Bach

[LinkedIn Profile](#)

Karen is a Chair of start-ups and scale-ups in tech, including climate tech, health tech, fintech and more. She is also a mentor to entrepreneurs and women in tech. Karen's current roles include as Chair at measurable.energy and Consult Red, as well as a mentor for Creative Destruction Lab.



Matt Little

[LinkedIn Profile](#)

Matt, an experienced chair and Non-Executive Director, has led technology companies through multiple successful exits. He currently chairs Melius Cyber Ltd and Huler Ltd, focusing on strategic acquisitions and business scaling.



Claire Ralley
[LinkedIn Profile](#)

Claire is a gaming industry expert who assists early stage and scale up companies to commercialise and drive successful growth initiatives. She is currently CCO at VaultN, and is also the ex-CCO and co-founder of Genba Digital – a company she led to successful exit.



Mark Carnegie Brown
[LinkedIn Profile](#)

Mark has a diverse executive career, leading businesses in drug development, drug delivery and analytical instrumentation. He has raised funds, led an IPO and driven significant business growth. Mark continues to build a portfolio career and supports various business strategies.



Nick Welby
[LinkedIn Profile](#)

Nick is an experienced C-Suite executive, with experience as CEO, Executive Partner and more. He's now a Non-Executive Director, board member, advisor and consultant helping businesses with strategy, transformation and operational delivery. He has recently joined the board of Social Value Portal.



Derek Steele
[LinkedIn Profile](#)

Derek successfully developed Mobysoft, an AI and Predictive Analytics SaaS business, to over £10m ARR and now acts as Non-Executive Director for the company. He is a NED for Mercia portfolio company, iOpt.



David Pinches

[LinkedIn Profile](#)

With over 30 years in B2B Software & SaaS, David has held senior roles at major tech firms and recently developed his non-exec career. He is currently Chair at Salesfire and advises several technology businesses.



Alan Morgan

[LinkedIn Profile](#)

Alan has a variety of executive and advisory roles, particularly focused in healthcare. His current roles include as Operating Partner at ARCHIMED, CEO and investor at Symbio Proinnovera, and CEO at Nuve.ai. Until their recent exit, he was also Chair of Gentronix.



Tracy Lewis

[LinkedIn Profile](#)

Tracy Lewis is an entrepreneur, chair, investor and exited award-winning brand CEO who has worked across many sectors, including retail, consumer and fashion. Now, Tracy's roles include Chair at The Handbag Clinic, Additional Lengths and Loop Cashmere.



Kevin McDonnell

[LinkedIn Profile](#)

Following 25 years of building, scaling and exiting market-leading companies, Kevin now supports ambitious entrepreneurs on their journeys. He holds various advisor and chair roles, including at Intelligent Health UK and ART Health Solutions.



Andrew Anderson

[LinkedIn Profile](#)

Andrew has built and exited multiple B2B software companies in the UK, US and Europe over 30 years. He now acts as Chair and NED to various businesses, including Talion, CyberHive and Fingerprint.



Ross Stuart

[LinkedIn Profile](#)

Ross is a Chair, CEO, NED and Interim Manager. He specialises in manufacturing, with particular interest in strategy, acquisitions, profit enhancement and more. His current roles include as Chair at Volumatic and CEO at Astir Limited.



Laura Cockburn

[LinkedIn Profile](#)

Laura is an investment professional with 20 years of experience across private equity, corporate finance and business consulting. Laura currently runs her own consulting business, advising companies on strategic planning and governance.



Ian Wilding

[LinkedIn Profile](#)

Ian has over 20 years' experience in drug development, and has worked with companies across Europe, the USA and Japan. He has owned his own consulting company since 2005, and also acts as NED at Locate Bio.



Fran Crawford

[LinkedIn Profile](#)

Fran, CEO and co-founder of ViaNautis Bio, has raised significant funding for her genetic nanomedicine company. She brings over 25 years of experience in biotech growth strategies and serves on several boards, focusing on life science innovations.



John Zafar

[LinkedIn Profile](#)

With 25 years of board experience, John has led companies in healthcare and technology as CEO and chair. He is currently Chair at Mindset AI and Redmoor Health, and works with various investors to support mission-led companies.



Bart Simpson

[LinkedIn Profile](#)

Bart leads high-performing teams to develop and deliver innovative tech solutions that create global customer value and stakeholder returns. He is currently a non-Executive Chair at FourJaw Manufacturing Analytics and NED at AME Group Ltd, amongst other roles.



John Hughes

[LinkedIn Profile](#)

John is a seasoned operating executive, and former Senior Partner with KPMG. He's got over 30 years' experience advising private and public companies, and currently has Non-Executive Director and Chair roles at REVIV Global, Cortus Advisory Group and Magway.



Jayne Archbold

[LinkedIn Profile](#)

Jayne is an experienced CEO/MD with strong track record in growth and business transformation. She is currently Chair at Notify Technology, CEO at GENII Software Group and active angel investor.



James Bagan

[LinkedIn Profile](#)

James is a GTM Advisor, Chair and Sales DD expert. Some of his current roles include as a Managing Director for Sales Forensics Ltd, Operating Partner at Frog Capital and Chair at Filament Syfter.



Miles Hill

[LinkedIn Profile](#)

Miles has over 20 years' experience of leadership and value creation, particularly in the travel sector, and also has successfully executed organic and M&A strategies. He is also currently Chair at Pure Pet Food.



Alan Peel

[LinkedIn Profile](#)

Alan has worked in the global capital equipment technology business, focused on both the aluminium and steel industries for over 35 years initially in large corporates, then in new technology start-ups and SME's. He is now currently the Executive Chair at Leap AI.



Steve Spark

[LinkedIn Profile](#)

Steve is a growth focused Chair and advisor with over 20 years' experience in helping SaaS companies scale. He is currently Chair at 3DEO, eviFile and Build Intelligence, and also the founder of his own consultancy company targeted towards PE backed SaaS companies.



Joe Cohen

[LinkedIn Profile](#)

Leveraging more than 25 years' experience as a founder and leader of consumer internet businesses, Joe works as a board chair and investor across multiple businesses. These companies include Infuse Capital, Tutorful and Billetto.



Peter Hotten

[LinkedIn Profile](#)

Peter is a life sciences leader with over a decade of professional experience. He is the founder of a commercial literacy training company and currently serves as Director of PulmoBioMed and Virokine Therapeutics. Peter also founded NuAge Vision.



Ian Rhodes

[LinkedIn Profile](#)

Ian is an experienced Investor Director with a strong entrepreneurial leadership track record in healthcare and life sciences. He currently works across several businesses as Investor Director and Chair, including Neupulse, eXmoor Pharma Concepts Ltd and 37Clinical Limited.



Dan Hatfield

[LinkedIn Profile](#)

Daniel is an experienced international business executive with over 25 years in consulting, technology and outsourcing across a range of sectors. He now works as a Chair, NED and board advisor to a variety of companies including CryoLogyx, CytoSwim and digiLab.



Simon Drane

[LinkedIn Profile](#)

With over 25 years' experience in driving growth through proposition development and go-to-market strategy, Simon founded his own advisory business in 2018. He also works as Chair and NED for high-growth SaaS businesses, including Patchworks.