

Meet our team ...



Amy Newton



CONSULTANT CFO | NON-EXEC DIRECTOR

Sectors: Tech, Consumer, Professional Services

Founder of Newtons Theory, a team of 10 finance directors and accountants.

Co-Founder of Inclusive Angels, who believe in inclusive investment.

Non-exec Director of TechSPARK.

A mentor at SETsquared, NatWest Entrepreneur Accelerator and Innovate Edge.

I'm an entrepreneurial finance director who, alongside my stellar team, is focused on inclusively supporting diverse-led businesses.

We bring a more inclusive, emotionally intelligent approach to support and challenge leaders to help them to achieve their goals.

Newtons Theory, Consultant CFO | Non-exec Director

As well as overseeing all our clients, the following are personal projects & clients

W2

ID Verification Platform

- CFO ongoing for M&A.
- Turnaround and re-financing.

Accountagility

Financial Software

- Commercial Coaching & CFO advice.

YellowDog

Cloud workload platform

- Cashflow critical turnaround.
- VC raise.

Connect Assist

Specialist contact centre

- Management due diligence preparation, to PE exit.
- Business value proposition project for IM.

Real Wrap Co

Food manu

- Client grown £7m to +£20m revenue.
- Over +4 years, multiple growth investment bank raises.

Brissi

Retail chain

- Restructuring and relaunch online

Stepheson Law

Entrepreneurial lawyers

- CFO for growth £450k to +£2m.
- £500k bank raise.

Valyrian Group

Payroll tech solution

- Pitch deck & 'Information Memorandum' for equity raise.
- £500k bank raise.

Moti Ltd, Founder & Director

+£1m turnover

25+ staff

Sports retail chain 3 stores + online

- Founded a running and triathlon sports retail chain.
- In 2013 I sold the brand, that has since grown to 6 stores.

AMI Ltd, Finance Director

£8m turnover

80+ people

Events and consultancy.

- Took the company to a successful exit to PE.
- Grew EBITDA by +100%, from +£1m to +£2m.
- Refinanced £3m CLN to bank loan, saving +£400k interest.

Harrison Cowley, Finance Director

£7m turnover

80+ people

PR agency over 7 offices

- Turnaround to profitability, turned £500k+ loss position to £500k+ profit over 18 months.

IBM, Management Accountant

- Trained with IBM in Dublin

Qualifications

Qualified CIMA, awarded 1st in Ireland, 3rd Worldwide
Economics BA Hons

Interests

Family time, running, open water swimming.

"Our significant growth and capital investment was supported by our bank"

"Overhauled, our management reports and cashflow forecasts ensured our significant growth and capital investment was supported by our bank. Over the last two years, Real Wrap Co has significantly expanded sites and revenues, during this time Newton Theory's support has been invaluable."

Jason Howell & Phillippe Gill, founders



"Management DD prep was invaluable, thank you for helping us on this journey."

With Connect Assist, Amy supported the articulation of their business value strengths through to a successful PE exit. Amy worked with Connect Assist's management team over a number of months, on their business value proposition and financials, and preparation for Management Due Diligence.

Ron Moody, MD & Bernie Powell, CFO



CONTACTS

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