

Geoff Pritchard Bio

Business Growth Consultant



About Geoff

Geoff Pritchard brings a unique combination of skills to an exclusive group of businesses in his advisory portfolio that are looking for the expertise required to accelerate their growth and unlock their true value and potential.

Geoff is a proven business leader, a multi-award winning 'growth strategist', a clear strategic thinker and the go-to person who understands exactly what makes businesses successful and the process required to get them there.

Geoff holds a Bachelor of Commerce degree with a major in accounting and finance from the University of Western Australia, is a Chartered Accountant, a Certified Financial Planner, holds an MBA from Melbourne University, a Public Practice Certificate from the Institute of Chartered Accountants and is a Graduate of the Australian Institute of Company Directors.

Geoff's experience has been developed with many of the world's largest and most successful businesses both in Australia and in Fortune 100, multinational organisations in South Africa, Japan, Malaysia, Hong Kong, Singapore, the Philippines and South America followed by his leadership as CEO of three of Australia's most successful financial advisory, wealth management and family office businesses, Founder and Executive Chairman of a technology-focused Venture Capital business and Executive Director of an ASX-listed artificial intelligence business with operations in the US, Europe, Middle East and APAC. This experience has given him a specialised perspective on what is required to achieve the goal of accelerated growth and to build optimal value into a business'

"Geoff, from his first hand business and corporate experience, offers excellent business mentoring in all areas particularly, strategic thinking to organisations whether they are looking to grow, restructure or are considering M&A transactions."

Michelle Saunders, Founder &
Managing Director
Cooper Partners

"Since first meeting Geoff nearly twenty years ago, I've seen him achieve exceptional results both professionally through the establishment and realisation of three award-winning businesses and at the highest levels of sporting endeavour as an AFL football umpire."

Peter Agostino, Director
Ascot Capital

Geoff's Expertise

Geoff's skills, knowledge and experience are most apparent with companies that face a specific set of challenges. These challenges can prevent progression and centre around what prevent a business from growing. Geoff is highly skilled and extremely experienced in identifying the key issues preventing growth in a business and strategically developing a plan to move past these issues efficiently and effectively. These areas include:

Strategic Planning for Highly Accelerated Growth

Financial Controls and Key Performance Metrics

Business Structuring for Optimal Growth

Funding, Private Equity and Venture Capital

Business Building to Maximise Value

Sales & Marketing Strategy

Cashflow Management through Growth Stages

Optimising Sales Performance

Freedom through Operational Sustainability

Asset Realisation and Business Succession

Mergers & Acquisitions

Negotiation and Transaction Advisory

While the businesses that Geoff works with are diverse, they are all highly and singularly motivated to achieve great success. They are looking for the specialised skills and unique insights that Geoff brings to identify how that success occurs and the practical tools and experience to make it happen.

With practical experience over 25 years as a Chartered Accountant, Certified Financial Planner, management consultant, chief executive of three highly successful enterprises and more recently director, venture capital funded entrepreneur, advisor and chairman, Geoff is a highly sought-after and valuable resource for businesses requiring transformative change.



Geoff's Availability

It is important to note that based on Geoff's experience and involvement in a variety of different initiatives, only businesses to which he can work with to add significant value will be engaged. His commitment is to only engage with those businesses who fit the criteria outlined, purely because he is confident he can have greatest impact there. The investment into engaging with Geoff is one that reflects this limited availability but an investment that has proven to bring significant returns to the business owners he chooses to work with. For this reason he will only engage with a handful of organisations each year and is very selective to ensure that there is a strong synergy of values and direction before moving forward with any kind of agreement.

Geoff is currently open to opportunities that lie within the following key categories:

1. Governance and Board Roles;
2. Advisory and Management Consulting;
3. Private Equity and Venture Capital;
4. Mergers and Acquisitions, Investment Advisory.

To begin the application process, please email a company profile document and description of needs to **geoff@geoffpritchard.com.au**

“Having worked with Geoff's businesses professionally for over almost a decade, I see him as a proven deal initiator and closer with an ability to solve strategic business problems creatively through his large network of contacts.”

**Brendan Foley, Managing Director
Gatica Investments**

“Geoff's entrepreneurial energy blends with his measured professionalism yielding a powerful business leader. Geoff is a creator and a driver of change that truly adds value.”

**David Owens, Managing Director
ROI Group Pty Ltd**

“Geoff has the unique ability of articulating a vision in a way that inspires and empowers those who will implement it. He brings genuine passion and an infectious enthusiasm to the projects he works on and the people he works with. It is this combination of attributes that engages people to get the job done.”

**Scott Brownbill, Managing Director North America
International Standard Asset Management**