

# FeedStock™

## FeedStock – CFO Recruitment Case Study:

Roles recruited to: Chief Financial Officer

### The Business

FeedStock is a London based, fast-growth, VC funded tech startup that uses AI to provide business intelligence to some of the world's largest Financial Services organisations. They use cutting edge AI to enable clients to meet their MiFiiD II regulatory requirements and to augment their CRM functionality and exploit previously unforeseen commercial opportunities.

### Background to Exercise

Following a £2.5m VC investment headed up by Praetura, there was a requirement to recruit their first inhouse CFO. To date, the finance function had been performed by an external consultancy. The initial specification was for an experienced CFO to take full ownership of the Finance Function, provide strategic guidance and representation on both finance and commercial matters at board level and build and shape a finance function fit for purpose as the business grew. In addition, the role required Board representation and management of stakeholder and investor relations including supporting the next fundraise.

Core characteristics and values of an employee of FeedStock were identified. At the point of engagement, the business was at roughly £500k t/o but was anticipating rapid growth and a Series B fund raise within 12 to 18 months.

### Our Response

Initial briefing - key responsibilities were identified.

Undertook a market map – to aid clarification on the level of support required and the value that the CFO would add it was agreed that we would present a range of candidates representing various levels of experience and exposure.

Extensive search process - long listed candidates interviewed by Gill Bellchambers at Axon Moore against the brief, candidate core values were identified.

Short list - presented three weeks after the initial briefing. Candidates ranged from highly experienced CFOs interested in the role on a part time basis to break-through FDs seeking to grow with a business.

Offer and acceptance - following FeedStock's interview process, an offer was made to a London-based, results-driven finance professional with a strong background of senior roles within small but fast-growing companies. Axon Moore supported the offer negotiations and maintained contact and engagement throughout the candidates notice period.

### Outcome:

FeedStock have recruited an outstanding individual capable of growing with the business.

Finance is now in house and the CFO is looking forward to driving the Series B fundraise.