

Strategic CFO Leadership. On Demand.

SUPPORTING GROWING BUSINESSES GLOBALLY. SENIOR FINANCIAL LEADERSHIP WITHOUT
THE FULL-TIME COST.

Your business is outrunning its financial infrastructure. And you can feel it.

You have revenue, customers, and momentum. But the numbers are harder to read, the board wants more than you can produce, and the decisions are getting bigger at exactly the moment your finance function is showing its limits.

You probably have a finance manager or a bookkeeper. What you do not have is the strategic CFO layer that translates the numbers into decisions, manages the complexity of operating across markets, and keeps you in control of cash while the business scales.

That gap is what EDIFI Partners closes.



Six signs your finance function is behind

Most scaling businesses recognise at least four of these. All six is not unusual.

Six Classic Scaling Business Finance Problems

Your board and investors want reporting you cannot produce quickly or consistently

The systems that worked at \$1M are falling apart at \$10M

You are growing fast but cannot tell which clients or products are actually profitable

Cash is always tighter than the P&L suggests

You are operating across markets with no FX strategy or inter-company structure

You need to raise finance but your numbers are not investor-ready

Why this matters more right now

The business environment has shifted and most scaling businesses have not yet caught up.

Revenue is there. Control, reporting and strategic oversight are not keeping pace. And the decisions being made right now will shape where this business ends up.

3 in 4

3 in 4 scaling businesses have no strategic CFO

Most businesses now operating across free zones, mainland, and international markets face real complexity on qualifying income, transfer pricing, and group structure. Most have never had a senior review since incorporation.

60-90+

Days to get paid

For a business at \$20M revenue, a 90-day debtor book means millions tied up in working capital at any point. Without active cash flow management and forecasting, growth consumes cash faster than the P&L suggests.

16%

\$10M+ companies experience funding stress

Most businesses between \$10M and \$50M experience some funding pressure and lack strategic CFO support. The gap is not the numbers. It is the leadership, the interpretation, and the decision making. It's the ability to release tied up capital and expand efficiently.

This is where EDIFI Partners comes in.

Your strategic CFO partner, on demand.



Whether you are based in the UK, UAE or globally, we provide the senior financial leadership that growing businesses need but rarely have access to.

A trusted partner who understands your numbers, challenges your thinking, and is there when the decisions matter most.



The starting point is usually a review of what, where, when and how you are managing your businesses finance processes and decisions.

Our clients say it is the clearest picture they have ever had of their business.

What EDIFI Partners does?

Strategic financial leadership focused on the areas that matter most at your stage of growth.

Here is how our CFO practice can help you and your business.

Financial Health Audit

A structured diagnostic covering financials, entity structure, cash position, and compliance exposure. The natural starting point and it typically identifies enough value to pay for itself.

Cash Flow & Working Capital

A 13-week and 12-month rolling cash flow model covering payment cycles, working capital dynamics, multi-currency positions, burn tracking, and early warning systems.

Management Accounts & KPIs

Monthly reporting that tells you how the business is really performing. Margin by client or project, cost trends, and the metrics that matter at your stage. Clear, consistent, and ready to share with your board or investors.

Compliance & Risk

Your entity structure assessed against local tax obligations, cross-border considerations, and control rules, coordinated with your existing advisors across all relevant jurisdictions.

Financial Modelling

Budgets, multi-year forecasts, and scenario models built on real assumptions, not templates. Built using modern tools so they stay live and decision-ready.

Fundraising Readiness & Exits

Investor-ready financial packs, a clear financial narrative, and the dashboards and decision tools that give buyers and investors confidence. We have been on both sides of these processes and know what scrutiny looks like.

Who delivers the work?

All engagements are led by Edward and Melanie personally. We have a team of experienced Finance Directors and CFO's with global experience across all business sectors.

Edward Parsons · Founder & Managing Partner

Edward brings 25 years as a strategic CFO and advisor to founders and CEOs, building and leading finance functions across some of the world's fastest growing businesses.

Transactions include leading the PE deal that secured £100M from Blackstone and being part of the executive team that acquired NASDAQ-listed InnerWorkings Inc. at \$1.2BN revenue. He has also worked in two family offices managing significant AUM across the UAE and internationally.

Fellow Chartered Management Accountant. MBA.

Melanie Crockett · Co-Founder, Partner

Melanie has spent 25 years as a strategic CFO and COO to founders and CEOs across many sectors - tech (clean, deep, SaaS, data), financial services, FMCG, ecommerce, and private wealth, supporting businesses from early stage through PE-backed growth, funding rounds, and exits.

Experience includes building high-performing finance functions at businesses from start-ups to corporates such as WPP, leading complex M&A integration, and supporting founders through the full journey from growth to exit.

Fellow Chartered Management Accountant.

We have done this at scale

Our advice is grounded in real operating experience not theory.

Between Edward and Melanie and the team, EDIFI Partners bring many years of CFO and COO experience. We have been at the coal-face of businesses going through exactly the challenges your business faces now.

£10M+

Exit to a large group

Successfully exited a boutique digital agency to WPP and navigated the immediate transition to new finance and operating models.

£2M to £20M

Acquisitions

Smaller acquisitions on behalf of a larger organization including negotiations, due diligence and post acquisition internalization.

\$2M to \$10M

Service business growth

Built and managed finance function from scratch for a services industry company on a rapid growth trajectory. Implemented tech for future growth and creating policies inline with the growth strategy.

What others say?



The person you bring in when the situation is complex, the future is uncertain, and the margin for error is razor-thin.

CEO, Family Office



Collaborative, commercial and practical. Always impressed by their ability to be across multiple complex issues while forming strong relationships.

External Advisor, PE-backed business



A unique ability to take very complex matters and break them down into actionable steps that lead to good outcomes for all involved.

Finance Director, HH Global

How we engage?

Most clients start with a Finance Review: it gives both parties a clear view of where the business stands today.

01

Finance and Operational function review

Fixed fee · 3 – 4 weeks

A structured review of your financials, business structure, cash position, and obligations.

Delivered as a clear report with prioritised recommendations. This is how most relationships begin and it typically identifies the areas of initial focus, providing instant value when our engagement begins.

02

Monthly Retainer

Agreed days per month · scalable

An ongoing fractional CFO relationship. Typically an agreed number of days per month, covering management reporting, decision support, cash oversight, and stakeholder communications.

Scales up or down as your needs change.

03

Project-Based

Defined scope · defined outcome

A specific engagement with a clear deliverable such as a fundraise, a finance function build, or preparation for a bank or investor conversation.

Let's start the conversation.

Wherever you are in the world: we offer a no-obligation discovery call to understand where your business is and whether a strategic CFO relationship makes sense right now.

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Senior finance leadership. Delivered on your terms. Without the full-time cost.