

Strategic CFO Leadership. On Demand.

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

You have built a substantial business. Now the complexity demands a different kind of financial leadership.

At this scale, the challenges are no longer about survival or early growth. They are about control, optionality, and what comes next.

Your finance function exists but is not operating at the level the business now requires. Your board and investors want more. And whether the next chapter is a transaction, a capital event, or continued expansion, the quality of your financial leadership will determine the outcome.

This is the stage where financial leadership becomes the difference between a good business and a great one.



Six signs the strategic CFO layer is missing.

Businesses that act on these early achieve significantly better outcomes.

Six Classic Scaling Business Finance Problems

Group structure and transfer pricing have never had a thorough senior review

The finance function is not operating at the level the business now demands

A transaction, exit or capital event is approaching and preparation has not started

Key decisions are being made without the quality of financial analysis they deserve

Board reporting is inconsistent across markets and takes too long to produce

Your Finance Lead cannot answer investor or lender questions without preparation

Why this matters more right now

The decisions being made at this stage will define the value of the business at exit. Most businesses are not as ready as they think.

3

Years is the typical preparation window for a successful exit

At this scale, with multiple entities, and cross-border revenue, the structure deserves a thorough senior review. Getting this right before a transaction is significantly less expensive than getting it wrong after.

60-90+

Days to get paid

For a business at \$75M revenue, working capital is a board-level issue. Multi-currency positions, inter-company balances, and complex debtor books require active treasury oversight, not monthly reconciliation.

2.7x

Cost of non compliance

At this stage your business is complex and compliance and risk strategies need to be embedded. Financial and Operational structure should be automated where possible, easy to navigate but robust.

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, compliance exposure, and exit readiness. At this scale it typically also covers group structure, FX exposure, quality of earnings, and board reporting consistency.

Cash Flow & Working Capital

Active treasury oversight across multi-currency positions, inter-company balances, and complex debtor books. Group-level cash flow visibility and working capital management built for a business operating across multiple markets.

Management Accounts & KPIs

Consistent, board-ready reporting across all business units and geographies. Standardised KPI frameworks, business unit margin analysis, and the consolidated view your investors and board expect.

Compliance & Risk

Group structure assessed against local tax compliance, cross-border obligations, transfer pricing, and internal controls, coordinated with your advisors across all relevant jurisdictions.

Financial Modelling

Strategic planning, multi-year forecasts, and scenario models built for board reporting, investor conversations, and transaction readiness. Built using modern tools so they stay live and decision-ready.

Fundraising Readiness & Exits

Exit readiness assessment, Quality of Earnings analysis, investor-ready financial packs, and M&A support. We have led and advised on transactions on both sides of the table, and we 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 our team, EDIFI Partners brings many of CFO and COO experience. We have operated at the level your business is moving towards and we know what good looks like from the inside.

£120M → £2BN+

Revenue growth led as Group CFO

Built the entire global finance function across 30+ countries during a period of rapid growth, transformation, and multiple acquisitions.

\$350M+

Transactions led or co-led

Including a £100M Blackstone PE investment, a NASDAQ take-private of InnerWorkings Inc. (\$1.2BN revenue), and the acquisition of Adare International.

\$500M+

Family office AUM overseen

Built and managed family offices from scratch for UHNW clients in the UAE, GCC and UK multi-jurisdictional structuring, investment oversight, and governance.

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 his 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. A team and number of days a 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.