



**PARACHUTER**

FROM FREEFALL TO FOCUS



# From freefall to **focus**

Growth can feel like freefall – fast, disorienting, and hard to control. That's where **PARACHUTER** comes in.

I drop in at the right moment to **steady the descent, bring clarity, and help you land** where you want to be.

Whether you need a quick jumpstart, an in-flight course correction, or leadership on the ground, I provide the perspective, tools, and hands-on support to put you back in control – and moving forward with confidence.



## OUTCOME BASED SERVICES

### Delivery Excellence for Complex or Stalled Projects



#### Outcome

Confidence restored in critical client work



#### Benefit for you

Projects get back on track - protecting revenue and reputation.

### Operational Clarity & Control



#### Outcome

Moving from firefighting to focus



#### Benefit for you

Regaining time, headspace, and confidence in your business rhythm

### Profitability & Commercial Efficiency



#### Outcome

Healthier margins with more predictable revenue



#### Benefit for you

More profit per project and stronger long term sustainability

### Scalable Systems & Sustainable Growth



#### Outcome

Teams grow without breaking the model



#### Benefit for you

Smooth scaling, fewer bottlenecks, and consistent delivery quality

### Leadership Continuity & Team Confidence



#### Outcome

Empower teams and stronger culture under steady leadership



#### Benefit for you

Teams feel supported and capable, even during transition or rapid change

## WHAT WE DO & HOW WE PARTNER



### JUMP

#### Start

*From £6,000*

For founders and studios under pressure. I embed quickly, diagnose challenges, and build momentum from day one.

Hands-on support to steady operations, review risks, and deliver a clear roadmap.



### AIRBORNE

#### In-flight

*Bespoke – requirements dependent*

For complex or stalled initiatives. Hands-on delivery, pragmatic frameworks, and team acceleration to bring pace and confidence.

For large or difficult projects requiring deeper involvement.



### LAND

#### Leadership

*£4,500 – £9,000 per month*

Fractional / Interim Delivery and Operations Leader.

Ongoing oversight, change management, mentoring and operational excellence – without the full-time cost.

Leadership that provides continuity, and operational discipline.

## HEAD PARACHUTER



**Sinni  
Simpson**

**25+ years' experience** across digital, creative, design, marketing and product. Proven track record with start-ups, agencies, and global brands.

### STRENGTHS

- Rapidly embed to deliver clarity
- Scale teams and boost efficiency
- Drive commercial focus
- Lead inclusively with impact

### TESTIMONIALS



*Sinni makes project management look easy – planning, communication and management skills. never phased, always available, one of my top choices.*



*Sinni embodies modern leadership: thoughtful, grounded, and deeply human. I'd work with her again in a heartbeat.*



### OTHER FEEDBACK

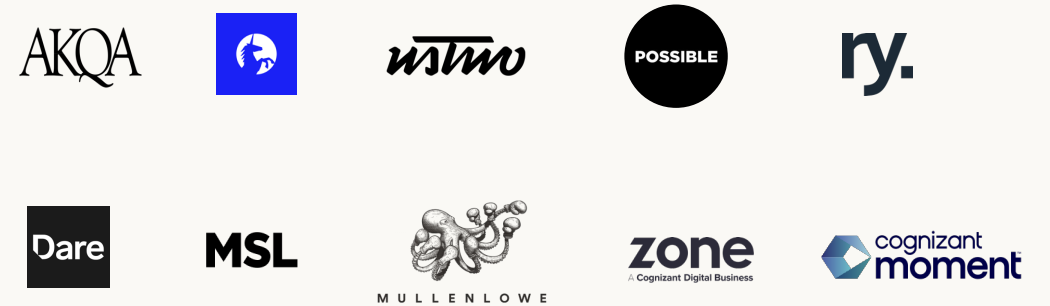
- Consistently goes above and beyond
- Skilled at negotiating priorities with senior leaders
- Calm, clear, and effective under pressure

## EXPERTISE

### Brands I've worked on:



### Agencies I've worked with:



### Businesses I've worked directly with:



## EXAMPLE CASES

### Digital identity startup

#### CHALLENGE

- High growth created silos across marketing, design, dev, and infrastructure.
- Teams self-organized but lacked cross-functional visibility.
- Delivery speed slowed despite strong innovation.

#### APPROACH

- Embedded with each team to map workflows & challenges.
- Introduced cross-team standups for visibility and alignment.
- Set up Agile & Scrum framework tailored to startup culture.

#### OUTCOME

- Clearer communication & faster issue resolution.
- Stronger collaboration across functions.
- Increased velocity and faster speed-to-delivery.

#### VALUE DELIVERED

Enabled the startup to keep its innovative energy while building the structure to scale efficiently.

### Sport governing body

#### CHALLENGE

- 9-month contract worth £700,000 with a multidisciplinary team.
- Margin below profitability target.
- Team structure and cost allocations not optimized.

#### APPROACH

- Reviewed team setup and identified incorrect costings.
- Reshaped team structure without compromising outcomes.
- Built in commercial buffer to allow for additional savings.

#### OUTCOME


- Margin increased by 2%, driving a 5%+ uplift in profit.
- Improved financial performance by project close.
- Delivered same quality outcomes with greater commercial efficiency.

#### VALUE DELIVERED

Proactively optimized team and financial structure to significantly improve profitability while maintaining delivery quality.



# Let's talk

 [hello@parachuter.co.uk](mailto:hello@parachuter.co.uk)

 [parachuter.co.uk](http://parachuter.co.uk)

 +44 (0)7968 733213

 <http://linkedin.com/in/sinni>

 **Book an intro meeting today.**