

Ruth Storm

Business Coaching for Private Equity



An experienced private equity professional (25 years) and accredited business coach, Ruth focuses primarily on working with private equity professionals and portfolio company directors.

Ruth also works with professionals in senior leadership positions across other sectors, where there are often transitions in role and those charged with building their business and the wider organisation.

She offers challenging, goal-orientated, supportive business coaching for individuals and teams focussed on improving personal and business performance.

Recent Business Coaching Clients

- Principal in a global private equity business, London based. The firm wishes to promote this individual to Partner and coaching is addressing a few personal development issues, including developing leadership skills.
- Principal in a global private equity firm, Milan based, Italian national. The coaching is targeting this individual's personal development, including communication to a more international/global audience.
- CEO of an international services business based in Finland. Private-equity backed and the market leader in its sector in Europe this Finnish CEO has found coaching support useful as he restructured the senior management team, faced growing competition and wished to focus on more strategic issues, particularly those around exit. Finnish national.
- MD of a UK-based private-equity backed packaging business. This MD's future role is as Group CEO, succeeding the current entrepreneur who started the business. The first coaching assignment supported and guided the MD into the current role and further coaching is helping him to develop the leadership skills necessary to head up the whole business, leading it through to exit for the private equity fund.

- A Principal in a London-based private equity secondaries business. The coaching addressed his personal development and leadership skills in anticipation of being appointed a Partner in the firm, which he has now achieved. The coaching continues as he settles into the Partner role.
- An Investment Manager in a London-based private equity firm wishing focussed guidance with self-awareness and development in order to accelerate his professional progress in the firm and the industry. The coaching resulted in promotion.
- Finance Director of an acquisitive UK healthcare business. The coaching focus is on personal and professional development in order to ensure he grows with the business as it develops.
- Clinical Director (and psychiatrist) of an acquisitive UK healthcare business. Same business and focus as for FD above. Spanish national.
- A private equity industry entrepreneur, who wished to be coached on business focus for next stage development. Over a five month coaching assignment, she identified key areas for growth and also those which required attention in the worsening economic climate, resulting in a plan for implementation, measurable improvement in business performance and confidence in worsening conditions.
- A seasoned entrepreneur of some 20 years wishing to exit his business and identify his next career move. Over a 12 month assignment he identified a new start-up strategy and exited his well-established business successfully on both personal and financial terms, having negotiated his exit as figurehead and major shareholder with his co-directors.
- A young entrepreneur with 3 developing businesses in the healthcare sector who wished to groom the businesses for sale and to exit over a 3 year period in order to secure a sound financial base for himself and his young family. Over 12 months he identified and implanted strategic plans for growth for two businesses and exited one, moving him well along the path to achieving his 3 year goals.

Career

Private Equity:

1988-Present **Phildrew Ventures**, now renamed **IRRfc**

Partner of leading UK mid market buyout firm which successfully raised 5 funds totalling £750 million. In 1998 we sold the management company to **UBS Capital** and in 2002 bought it back and now operate as IRRfc. Today we specialise exclusively in private equity advisory management and business coaching.

Various non-executive directorships, including: Sitex Group Ltd, Hammick's Bookshops Ltd, United Texon plc, Material Logistics plc, Bison Ltd, The Seafood Company

1984-86 **Citicorp Venture Capital**
Administration Manager responsible for all back-office financial,
regulatory and portfolio monitoring and reporting functions.

Post-Graduate:

1981-83 **US House of Representatives, Washington, DC**
Legislative Assistant to US Congressman

Education

2007-08 Meyler Campbell **Business Coach Programme**, London
Accredited by The Law Society and The World Association of Business
Coaches
1986-88 **MBA (Finance)**, Cass Business School, London
1979-80 University of Bonn, Germany
1978 Goethe Institute, Passau, Germany
1977-81 Wartburg College, Iowa, USA: **BA German, BA Political Science**
Languages: German (fluent)

Pro Bono Work

Member, Cass Business School, London
Strategy and Development Board
Alumni Relations Board
Member, City University, London
Alumni Association Advisory Board
Various committees and coaching assignments in non-profit organisations
Team Coaching: Polar Challenge North Pole Race, team of 3

Other interests

I enjoy outdoor adventure-based activities and challenges, including Sailing
(Yachtmaster), Cycling (Long Distance), Mountain Trekking and Running (Marathon).
I recently completed an expedition to the North Pole.

Contact Details

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