

Richard Poole //

Strategy - Projects - Coaching - Exit Planning

Your Business Co-Pilot, working alongside you if and when required to maximise your Asset Value and at all times, assist you to Be Business Ready.

Who am I?

An experienced business person & owner for 25+ years, who has ridden the roller coaster, hung on and happy with some wins along the way.

What do I believe?

Having & investing in a trusted, independent fresh pair of eyes & ears, to ask questions, listen & guide - to then make things happen, provide confidence, accountability and progress, is core to maximising both asset value and life, for every business owner.

Isn't asking for Help a sign of weakness?

We all need help, accountability & a sounding board. Having a Co-Pilot is a sign of courage, honesty and recognition that we can't do it alone.

What have I experienced first-hand?

- Since March 2019, worked alongside & assisted 50 different businesses (owners and snr managers)
- Between 2006 & 2018, founded, built, managed and sold NZ's largest online platform for the 50+ market (GrownUps) with 150,000+ members, 10,000 articles and ~200,000 monthly site visitors
- This included: attracting 20% external investment from Sentinel, the founders of Sovereign. Bought back then negotiated a JV with Yellow, a \$2.2B company. Bought back, then negotiated an 100% exit deal to Cigna, a ~\$90B company and the 13th largest on the Fortune 500
- Prior to this, worked in our 90 year old family business (4th generation) including starting a subsidiary that grew to 100 staff. Sold to Toll
- Post university, worked for Mercedes-Benz, part of the Giltrap Group, a large family business.

Industries

Export, Merchandising, F&B/Hospitality, Medical & Pharmaceutical, Health & Wellness, eCommerce, Travel, Health & Safety, Motor/Automobile/Marine, Legal, Finance & Professional Services, Property, Trades, Education, Building & Construction, Media, Arts, Logistics, Legal, General start-ups, FMCG, Charities, Fundraising & Community, 50+

Companies worked with include...

Southern Cross Healthcare, Cigna, NZ Mint, ZOOM Pharmacy, Maa, Giltrap Group (Mercedes), Orams Marine, HelloWorld, Auckland Physiotherapy, Palm Clinic, Legacy Group, Hungerball, Rapid Dry Towels, Retail Holdings, Strategic Spaces, KEA, Chemwash, Various Hospices, RSA, Rotary

Project types

General business audit and action planning, Technology & Automation, Marketing, Idea & revenue generation, IP, building on and offline communities, Data & Personalisation, Digital, Brand, Strategic relationship building, General Management, People/HR, Governance vs Management, Legals, Risk assessment, Deals & Exits

I help business owners...

- Ideally get a better night's sleep
- Gain clarity around the current business offering, purpose, potential, gaps and actions required
- Gain confidence by having someone to call upon
- Find, create and/or realise ROI & Asset Value
- Work to and implement realistic Business Action Plans, then make progress
- By project managing alongside them
- Begin thinking about Exit plan options, today

Testimonials

“I have been fortunate to have been connected with Richard both personally and professionally for a number of years. Richard is a clear thinking entrepreneur who possesses tremendous people skills which means he can add value to almost any endeavour. He is a man of real integrity that I would have the utmost trust in.”

Murray Thom, Entrepreneur [Personalised Plates, Piano by Candlelight, Great NZ Cookbook, Offering Project]

“New Zealand Mint contracted Richard to assist us with an analysis of our e-commerce web platform from the perspective of the customer. The scope was to sense check our current performance, and to offer recommendations on areas where improvements could be made.

Richard provided a comprehensive report at the conclusion of his assignment, and followed through with a review meeting. As a direct result of the work, NZM has since changed email marketing platform to enable us to access functionality we were unable to previously to improve our customer experience, our ability to measure customer movement, and ultimately to improve our sales.

Richard provided a fast, accurate diagnosis for us, and helped us to establish where the most gains could be made in our web business.”

Brent Hindman, Head of Sales & Marketing, New Zealand Mint

“Richard is a class act. Richard did a great job for Kea & I would recommend him most highly. He has a great “get on with it” attitude, is extremely efficient, well liked by staff/clients & happy easy style... I would love to work with him again. I would recommend him most highly.”

Craig Donaldson, ex-CEO, Kea Global

“Richard helped me with contingency planning during the Covid lockdown. He has a proven track record, he really listens and understands, then gives you practical, relevant advice that works. Can't recommend him highly enough.”

Dr Sam Dunn, Medical Director, Palm Clinic

”Rich is blessed with the rare combination of a big picture thinker who has the ability to execute. Rich is great to work with, he has a real tenacity for finding and pursuing opportunities.

Action orientated, he identified and serviced a niche and with focus, hard work and loyalty he built GrownUps to be a targeted platform in the publishing space.

Rich is a smart strategic operator and someone I will continue to work with and can easily recommend.”

Olivia Worthington, Senior Marketing Strategist

Ready to work alongside your Business Co-Pilot?

Richard Poole

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New Zealand-wide

