

## Contact

[www.linkedin.com/in/mrsimonhedley](http://www.linkedin.com/in/mrsimonhedley) (LinkedIn)

## Top Skills

Project Management

Finance

E-commerce

## Languages

French

## Certifications

FCA

# Simon Hedley

Strategic Alchemist. Secret weapon with unique skills & contacts. I tip the scales for good people to do great things. Connector. Investor. Trusted Advisor to Founders. Author Speaker Creator Host PauseStopReset ##

Royal Tunbridge Wells, England, United Kingdom

## Summary

My name is Simon Hedley and for more than two decades I've been working with Founders and CEOs – from their days as boot strapped startups, through challenging pivots to award winning success stories.

Acting as a “Swiss Army Knife” with unique sets of skills & contacts I tip the scales to help good people do great things.

I have been the secret weapon of many well-known leaders, founders and thought leaders.

If you're ready to make it happen, get in touch & together let's explore what's really possible for you now.

You can see some of what up I'm focussed on at [www.SimonHedley.com/now](http://www.SimonHedley.com/now)

I'm excited about our new [www.PauseStopReset.com/podcast](http://www.PauseStopReset.com/podcast) which is available on Apple Podcasts and Spotify, and has some incredible guests sharing their insights and ideas on what's helped them navigate challenging times and reset into more optimal lives and businesses. This goes really well with the PauseStopReset Journal available on Amazon and forthcoming Yearbook.

I'm also excited about the positive impact to community and business possible through [www.LinksGolfCafe.com](http://www.LinksGolfCafe.com)

This is really connected to my bigger mission from Psi Pi Group and [TheSimpleIdea.com](http://TheSimpleIdea.com) to help make the difference.

Learn more at [www.SimonHedley.com](http://www.SimonHedley.com)

P.S.

Some people that know what I actually do.. often behind the scenes over years call me The Strategic Alchemist.

I have a rich and diverse background, some other elements of my back history which may explain my ability to provide a unique and creative perspective:

- 1) Chartered Accountant FCA with the ICAEW having qualified with PwC.
- 2) A decade of time in investment banking from Product Control, Structuring and Investment Management.
- 3) Over two decades of working with entrepreneurs, startups, visionaries and founders.
- 4) Over two decades of Tai Chi Chuan practice, and experience competing and teaching - winning golds in the British Open in 1996
- 5) Over two decades researching communication, modelling and human potential and real transformation development - including masterminding and working with many of the greatest thought leaders of our times both known and privately.

---

## Experience

### Links Golf Cafe

♦♦ATTN: ENTREPRENEURS♦♦ Love golf, coffee & making money?

Presenting the world's first golf cafe

April 2022 - Present (9 months)

London, England, United Kingdom

Attn: Entrepreneurs - Do you love golf, coffee and making money?

Consider investing in your own business that combines all three. Think STARBUCKS® meets eSports meets Country Club for Small Business Owners & Entrepreneurs

Introducing Links Golf Cafe.

The Most Profitable And Fun Coffee Business You Can Own.

The margins of the coffee business, the engaging fun of the golf simulators, and the recurring monthly revenue of memberships all in one place.

Assuming there's golf in heaven, this may be the answer to their prayers.

### Author Marketing Group

Founding Member

May 2020 - Present (2 years 8 months)

Author Marketing Group. We help good authors become great. Founded for authors by authors. Built on the back of decades of real world experiences. If you're an author and looking to go to the next level , let's talk and see if we're right for you now.

### Chaos To Clarity To Capital

Founding Partner

April 2016 - Present (6 years 9 months)

London and Global

I help Founders and CEOs prepare for investment and in the process save them money.

Learn More at [www.ChaosToClarityToCapital.com](http://www.ChaosToClarityToCapital.com)

### GrowthMechanics

Founder

October 2015 - Present (7 years 3 months)

London, England, United Kingdom

### Freedom International NOW

Trustee

May 2014 - Present (8 years 8 months)

Launching and building out this exciting charity is letting me pay it forward and focussing our efforts to make the difference.

Especially around advancing education, improving health and relieving poverty.

We are actively working with leaders, professionals and those with passion to help them help others and all of us help more people.

### The Joint Venture Company

Senior Partner

October 2011 - Present (11 years 3 months)

London

Did you know that one of the most efficient and sustainable ways to build a great business is through successful Joint Ventures? Are you already using Joint Ventures optimally to achieve your venture's goals?

The Joint Venture Company handles the whole process of preparing for, identifying, creating and optimising joint ventures and strategic alliances for its clients and partners. Our focus is on maximising long term value through ethical and integrous strategies, tactics and opportunities.

We are always open to exploring new opportunities to add value. To find out the facts about how we can help you best get in touch today and learn more about our proprietary Web Audit™, Joint Venture Audit™ or Opportunity Audit™ approaches and working with us.

iPrioritize Ltd

Inventor / Founder

January 2009 - Present (14 years)

Unique concept of productivity enhancement through simple questions based on over 20 years of research and optimisation,

Made available on iphones and other mobile applications.

THE SIMPLE IDEA LIMITED

Founder

January 2000 - Present (23 years)

Idea creation, incubation, publishing, sharing and more .. focussed on The Simple Idea that makes the difference.

Learn more and join the team at [TheSimpleIdea.com](http://TheSimpleIdea.com)

Psi Pi Group Ltd

Founder

January 2000 - Present (23 years)

Psi Pi Group™ has unrivalled connections and industry insight, and operating confidentially has supported many of the initiatives, projects and people that have shaped and continue to shape the modern world.

Psi Pi Group™ operates the mandates for ten year plus global alliance and transformation projects supported directly and indirectly by many of the worlds top billionaires and philanthropists who have aligned on a common approach.

Psi Pi Group™ also provides access to the number one by referral only private consulting network in the world.

## Psi Thinking

Founder

January 2000 - Present (23 years)

Psi Thinking has been researching and applying technologies - both physical and metaphysical - to positively transform and transfigure the results produced by individuals, projects, businesses, charities, and governments for since 1980.

## ABN Amro

Structurer

August 2005 - February 2008 (2 years 7 months)

I worked in Product Development and Structuring, with a focus on Retail and Institutional clients. I was an instrumental member of a key strategic projects group that developed Custom Indices, e-commerce platforms such as Market Access, setup UCITS regulated funds, Shariah Products and much more. At the end of my time at ABN Amro, I was the Investment Manager for the UCITS III platforms ETF business managing in excess of 1.2bn euro across the european exchanges.

## RBS

Manager

2004 - 2005 (1 year)

## Morgan Stanley Capital International

Product Control

October 2002 - November 2003 (1 year 2 months)

Credit Derivatives, Structured Credit Derivatives, DCM, Mentor / Transformation Project

## PwC

3 years 1 month

Auditor & Assurance Services

September 1999 - September 2002 (3 years 1 month)

Audit and Assurance Services covering banking, investment, finance and other sectors.

## Auditor & Assurance Services

September 1999 - September 2002 (3 years 1 month)

Audit and Assurance Services covering banking, investment, finance and other sectors.

---

## Education

### Durham University

Maths, Mathematics - especially applied statistics · (1996 - 1999)

### Tonbridge School

· (1991 - 1996)