

Ruth Storm
Business/Executive Coaching for Private Equity



An experienced private equity professional (25 years) and accredited business coach (10 years) 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

- Senior team of a global private equity partnership. The team coaching addressed communication, decision-making and succession within the team.
- Senior managing partner of a global private equity partnership. The coaching involved the evolution of his role as he transitioned into a non-executive role within the partnership.
- Partner of a global private equity business. I have coached many in this position. The coaching usually addresses leadership skills and progression within the Partnership/senior management team.
- 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 continued as he settled into the Partner role.

- Principal in a global private equity firm, Munich based, German national. The coaching targeted this individual's business development skills, with a view to Partner promotion when these skills are better developed.
- Director in a global private equity firm, Munich based, German national. This Director runs the German office for the firm and the coaching is focussed on enhancing his contribution to the wider business prior to promotion to one of the key Managing Directors.
- Principal in a global private equity business, London based. The firm wished to promote this individual to Partner and coaching addressed a few personal development issues, including leadership skills. He was promoted to Partner following a 9 month coaching programme.
- Principal in a global private equity firm, Milan based, Italian national. The coaching targeted this individual's personal development, including communication to a more international/global audience. He is now a Partner and head of the firm's Italian office.
- Senior Director of one of the world's leading philanthropic foundations. The coaching supported the Director's personal and leadership development and transition into a new senior role created within the foundation as it restructured for growth.
- CEO of an international services business based in Finland. Private-equity backed and the market leader in its sector in Europe this Finnish CEO 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.
- CEO of a UK-based private-equity backed business going through exit and into a secondary buy-out. Successfully coached the CEO through the process, where his leadership role helped secure an exit for one private equity firm whilst securing a new deal for a second. Coaching helped ease the natural conflict of interest the CEO had as he was responsible for leading both the selling and buying teams.
- MD of a UK-based private-equity backed packaging business. This MD's future role was as Group CEO, succeeding the entrepreneur who started the business. The first coaching assignment supported and guided the MD into the role and further coaching assisted him to develop the leadership skills necessary to head up the whole business, leading it through to exit for the private equity fund.
- 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.
- Chief Actuary of an international insurance business. Coaching is supporting leadership development for a wider senior Board role.
- Partner in a large global legal firm, wishing to increase business development skills in the private equity sector. I have since coached many senior lawyers in this position.
- An entrepreneur wishing to develop his team to take the business forward under new ownership. Coaching involved both the entrepreneur and team of five.
- 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), French (basic), Spanish (beginner)

Pro Bono Work

Member, Cass Business School, London
 Strategy and Development Board
 Alumni Relations Board

Member, City University, London
 Alumni Association Advisory Board

Microfinance projects in Tanzania and Sri Lanka

Various committees and coaching assignments in non-profit organisations

Team Coaching: Polar Challenge North Pole Race, team of 3

Raleigh International Borneo: Teaching entrepreneurship, leadership and business pitching skills for local microfinance project

Other Interests

I enjoy outdoor adventure-based activities and challenges, including Sailing (Yachtmaster), Cycling (Long Distance and across most continents), Mountain Trekking/Climbing and Running (Marathon). I have completed skiing expeditions to both the Geographic North and South Poles. I also made first ascents of 4 mountains in the Ellsworth Range, Antarctica.

Contact Details

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