

## Home Counties Business Advisors - HCBA

HCBA™ is a group of experienced business professionals operating primarily in Middlesex, Hertfordshire, North London and parts of Buckinghamshire.

The group comprises a small team of locally based business managers who between them have wide-ranging skills and experience. The one thing they have in common is that they have all been successful in business and can therefore contribute something of tangible and practical benefit to client businesses.

You will see from the details below, that between them they cover the types of assistance required by most businesses, whether they are a manufacturer, a technology company or a service provide:

Human Resources: Patrick Chamberlain

With over twenty years management experience Patrick Chamberlain has built a detailed working knowledge of every aspect of the employment relationship, from recruitment to termination and everything in between. By focussing on a tight adherence to business strategy, Patrick has been able to deliver staffing solutions which are geared to both personal and company objectives. Patrick is also a trained mediator and experienced advocate in the Employment Tribunals.

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Sales& Change Management: Scott Goodson

Scott's main areas of expertise are in the review of organisational structures and the integration of effective sales management processes. A skilled trainer in man management, communication and re-organisation, he successfully guides companies through growth, consolidation and diversification. In these tough times his ability to facilitate change, implement succession planning and assist in acquisitions/disposals is invaluable. Scott is an experienced entrepreneur

who has formed, developed and sold a number of successful businesses.  
Business Analysis: Michael Guile

With thirty years experience working in the financial service industry identifying business opportunities, solving problems and implementing recommendations, Michael is well qualified to assist the owners of Small to Medium Enterprises identify the issues that are holding back their businesses, find the best solutions to resolve them and how they can be successfully introduced.

References & Case Studies  
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Finance & Turnaround: Mel Loades

Mel has been working with SME's for over 20 years helping business turn round difficult (in some cases, almost hopeless) situations. He has helped other fast growth companies avoid the pitfalls and dangers of such a strategy whilst keeping them on track to assist in achieving their goals and aims. He has been able to assist business owners plan a successful exit or develop their business to suite their own aspirations, and assisted in the strategy of business owners being able to buy back a majority share in a business which they lost during a time of distress.

Finance & Systems: Ralph Myers

Ralph specialises in supporting businesses through tough times, turning their finances around and presenting sound business advice. A Fellow of the Chartered Institute of Management Accountants, he has an in depth knowledge of business process and has used that both as a board member and departmental head. His expertise covers businesses ranging from family owned to international groups operating in the retail, finance, industrial, consulting and commodities sectors. He has an impressive record of saving and recovering hard cash.

### Business Strategy: Mark Oxenham

Mark's areas of specialist expertise include operational review, strategy and business growth, change management and acquisition and assimilation of companies. He is able to offer a broad perspective and an abundance of creative ideas to help businesses solve problems and meet current challenges. He also specialises in the sale and acquisition of businesses.

### Business Analysis: Harvey Roland

Harvey has spent thirty-five years working in the investment industry, based mostly in the City of London, and has worked for a Trust Bank, Stockbrokers and Investment Managers at a senior level. During this time he has been involved in developing business, integrating merged organisations and contributing to strategy and the investment process. His job functions include sales to both institutional and private clients, fund management and managing client relationships. Harvey has been instrumental in developing office systems and integrating organisations after merger. He has experience of training and running workshops.

### Marketing Strategy & Implementation: Phil Taylor

Phil is a successful Marketer focused on cost-effectively developing existing and new profitable markets. He plans and manages all applicable marketing tactics appropriate to each individual client. Whole-business management and co-ordination for maximum effectiveness. Strategic planning and actual implementation for marketing and businesses overall.

### Sales & Operations: Jim Thorpe

A tenacious disciplined individual experienced in managing multi site companies in fast moving competitive service industries. Entrepreneurial flair coupled with hands on management style focused on providing superior customer service, operational & sales solution's to ensure robust profit growth.

Call us today to find out how we can help your business grow.