



Ferzad Bharucha Principal Adviser & Founder

Ferzad is a transformation specialist with 20+ years of global experience leading businesses through growth, turnarounds, and transformations. As a senior executive and former CEO, he has driven company-wide change, guided public listings, and led successful capital raises.

COMMON CHALLENGES I HELP SOLVE



Cash Flow Pressures



**No Clear People
Strategy - stalled
growth, overloaded
leaders**



**Weak Sales Pipeline
Stifling Revenues**



Rising Customer Churn



**Leadership in Transition
- No Succession Plans**



**Missing Performance
Frameworks with
Accountability Gaps &
Underperformance**



How I help

- **Business Diagnostic Assessment** - identify pain points aligned to common challenges businesses face
- **Customised Treatment Plans** - targeted initiatives to address the challenges, including process redesign, leadership coaching, technology implementation or financial restructuring
- **Operational Excellence Framework** - integrating leadership and management for holistic improvement
- **Strategic Advisory** - Guidance to CEOs & business owners on strategic decisions
- **System Integration Solutions** - identify & implement technology solutions to achieve objectives

Achieve Success

- Implement Transformation plans
- Achieve Revenue Growth
- Reduce Customer Churn
- Improve Processes
- Integrate Technology Platforms
- Overcome Cash Challenges
- Get Leadership Mentoring

"Ferzad led comprehensive health checks, delivered step-by-step guides, and mentored our team for lasting, practical business change." – Kin Cheung, CEO, Second Home

"Ferzad's depth in sales strategy and his approach allowed our team to confidently pursue new opportunities." – Bilal Mafawalla, CEO, Brevity Software

