

# BE THE EXCEPTION...

grasp opportunities  
in times of adversity

Tuesday 14 November 2023  
The Royal College of Physicians, London

## STORY BOARD

### Chairman, Presidents & Conference Host Welcomes

To kick off the day, we had opening remarks from Johnny Abraham of J9 Advisory and Chairman of the Conference, Paul Davies, Partner of James Cowper Kreston and President of the Turnaround Management Association UK, followed by Charles Loake of John Pye, and Conference Host.



### Francesca Brown

Francesca Brown kicked off the conference in style with an impactful and inspiring introduction to Goals4Girls. Francesca founded the multi-award-winning charity to break down barriers and level the playing field.

Francesca encouraged the audience to “be the change you wish to see”.

### Levi Roots

Levi Roots treated us to a musical introduction showcasing his famous energy and style. He highlighted the importance of outsourcing, licensing, branding and mentorship to the success of his company Roots' Reggae Reggae Sauce Limited.

Levi reminded us of the importance of being your authentic self in business.



### Alternative Financiers Panel

Andrew Pepper from ReSolve moderated a fascinating panel giving their clear and honest views on the UK mid-market. It was particularly interesting to hear what they would do if they were appointed as Business Secretary!

With thanks to Nicol Fraser from BGF, Conrad Ford from Allica Bank, Nick Kitchin from Gordon Brothers and Gemma Wright from Reward Finance Group.

### Roger Marsh

Roger Marsh presented an eye-opening account of how he used his skills from his previous career as a turnaround professional to turn around the North of England.



## Scott Y Stuart Esq

TMA Global CEO Scott Stuart spoke about the strength and size of the TMA community globally, and the great work being done by the TMA in Europe and further afield.



## Government Panel

Mark Patterson and Cassie Williams from BDO moderated a panel discussing the role of government in the context of financially distressed businesses. The panel shared some remarkable insights from their work during the Covid 19 pandemic.

With thanks to Justin Dionne from The Insolvency Service, Olga Galazoula from Ashurst and Hannah Gray from UKGI.

## Dominic & Jessica Matteo

Johnny Abraham from J9 Advisory interviewed Dominic Matteo and Jessica Matteo, who inspired us all with the emotional account of their journey from professional football to addiction to rehab to cancer to remission. They have founded Ahead of the Game Foundation to ensure that no-one is left behind.

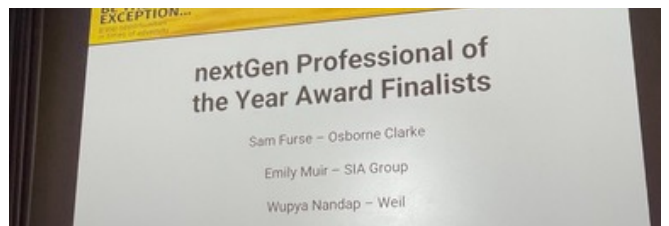


## Annie Doble

Tayyibah Arif from Dechert interviewed entrepreneur Annie Doble on her successful fashion business Annie's Ibiza. From Ibiza to Carnaby Street to London Fashion Week, Annie's Ibiza is now London's best-kept fashion secret.

## nextGen Award

Emily Muir of SIA Group was awarded the nextGen Professional of the Year Award!



## Ajaz Ahmed

Ajaz Ahmed entertained us with his inspirational journey from a sales assistant at Dixons to successfully launching Freeserve, the UK's first billion-pound internet company. He reminded us of the importance of knowing when to pivot your business and to value yourself as your biggest asset.

An incredible £1,450 was also raised for the J9 Advisory £100k Charity Challenge with funds being raised to purchase specific equipment for the Children's Heart Surgery Fund, Candle Lighters Trust and Leeds Baby Bank. Visit [www.j9advisory.com/100k](http://www.j9advisory.com/100k) for more information.

# WHAT PEOPLE HAD TO SAY...



“ I have to say that was probably the most inspirational conference I've ever attended. ”

“ Outstanding range of speakers all round and I confess a (happy) tear or two shed hearing from ex-Liverpool player Dominic Matteo and his wife, expertly chaired by Johnny Abraham FCA with his own inspirational story to share. ”



“ The choice of speakers was 'non-standard' but I thought the energy, the views from people that we might not ordinarily come across, the coterie of Northerners was just fantastic. I think that you have carved out a really good space in the market there to offer something a little bit more fun and engaging whilst also conveying some really good practical business (and life) lessons. ”



“ Brilliant content, some truly inspirational speakers, fantastic networking and as always a well organised and dynamic industry event. ”



“ Great content, inspiring speakers, lots of food for thought and a great mix of the people on the room! ”

# CONCLUDING WORDS...



**Johnny Abraham**  
**2023 Conference Chair**  
**TMA UK Board Director**  
*Managing Director of J9 Advisory*

Thank you to everyone who attended the 2023 TMA UK Annual Conference, for what was a fantastic day of listening to Inspirational Speakers, Industry Leaders, and meeting connections old and new.

A special thanks to all of our Speakers, the Conference Committee, Nyree Magill and Kelly Darlaston at TMA HQ for all their hard working pulling everything together, and to all of our Sponsors who make the day possible.

Check it out on [Tik Tok](#)

May I take this opportunity to wish you all a Happy Christmas and Best Wishes for 2024, and remember...

**BE THE EXCEPTION.**

## SAVE THE DATE

The TMA UK Annual Conference will return to the Royal College of Physicians on  
 Thursday 14 November 2024

The TMA UK 2023 Annual Conference was kindly supported by:

