

## CASE STUDY:

# Securing Niche Payments CFO Expertise to Support Rapid Growth and Acquisition Integration



## Overview

A rapidly scaling international payments provider required senior finance leadership to support continued expansion of its product offering, operational capability and international reach. As one of the largest independent omnichannel payments companies in the UK and EU, the business needed a finance leader capable of supporting significant transformation and growth.

## Challenges

- Following substantial private equity investment and multiple rapid acquisitions, the business **lacked the infrastructure and integration capability** needed to consolidate its new entities effectively.
- **Two previous CFO appointments had proven unsuccessful**, and although an interim CFO was performing strongly, they did not wish to take on the position permanently.
- The role required **highly specialised payments-processing expertise** - a niche requirement resulting in a very limited candidate pool.
- There was **considerable variation in candidate backgrounds** within the sector, and the challenge was identifying someone with both PE experience and the capability to operate effectively in a £30m turnover business.

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Headstar did an incredible job of identifying top candidates from the very niche payments industry, ensuring we had an **outstanding pool of candidates** to choose from. Our chosen candidate's exceptional leadership and strategic financial acumen will be invaluable as we continue to execute our growth plans, which include expanding our product offerings and our market presence both in the UK and internationally.

Chief Executive Officer

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## Our Approach

- Headstar delivered a **targeted search focused specifically on executive finance leaders** within the payments-processing sector.
- A **full market-mapping exercise** was undertaken across all major competitors, identifying suitable candidates currently operating within this niche industry.
- A **compelling and transparent candidate briefing pack** was developed to generate interest, particularly important given the organisation's reputation as a challenging environment following two unsuccessful CFO hires.
- The **opportunity was positioned positively**, highlighting strong PE backing from a globally recognised investor, available equity and significant strategic growth potential, resulting in a strong longlist of eight candidates.

### Specialist Industry Expertise Secured

A CFO with niche payments-sector experience was appointed following a targeted market search.

### Strengthened Executive Board

The new finance leader joined the executive board, providing strategic oversight of financial planning and organisational growth.

### Modernised Finance Leadership

The CFO is now responsible for developing a best-in-class function to support expansion across the UK and internationally.

### Stabilised Finance Function

The appointment has brought greater consistency to financial reporting and has supported the effective integration of recent acquisitions.

## Ready to transform your business?

Contact us today to find out more about how Headstar can help.



[www.headstar.co.uk](http://www.headstar.co.uk)



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