



## ICAEW COUNCIL ELECTIONS

# *Jonathan Hollis ACA*

### Business Appointment: Managing Partner, Mountside Ventures

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#### **Personal introduction**

I had been at PwC for over 8 years, starting in their accounting practice, before launching their early stage Corporate Finance practice about 3 years ago. I've spent my time working with early stage companies in the technology sector, but also worked on a number of IPOs as part of the capital markets team, which provided me with experience across both big and small organisations. However, my real passion lies in working with entrepreneurial businesses, directly with management.

Earlier this year, along with two other ICAEW members, I decided to launch my own practice aimed at advising early stage companies on their growth and funding needs. I am now the Managing Partner. I left PwC about 8 months, and got our licence to practice four months ago. We work with about a dozen businesses a year, supporting them on their business plan, financial model, business processes, and ultimately looking to help them with their funding needs.

I am very active on LinkedIn: [www.linkedin.com/in/jhhollis/](https://www.linkedin.com/in/jhhollis/)

I have added details about my involvement with the ICAEW below.

#### **Your involvement with ICAEW**

I have been a member of the London Society of Chartered Accountants for a couple of years now, attending the meetings or dialling into the Zoom calls and have taken an active interest in promoting its activities.

I am also part of the London Accountant team and have contributed to a number of articles. I usually cover how technology is impacting the industry, but my most recent article discussed how companies can benefit from grant funding, especially during these challenging times here: [www.icaew.com/groups-and-networks/local-groups-and-societies/london-ds/london-accountant/business-and-economy/sep20-jonathan-hollis-grants](https://www.icaew.com/groups-and-networks/local-groups-and-societies/london-ds/london-accountant/business-and-economy/sep20-jonathan-hollis-grants)

I have also been active in sharing my experiences of launching a new accounting business during a pandemic, and also my views on the importance of a professional qualification such as the ACA here. The objective was to promote the ICAEW and help more young people understand it's benefits. [www.icaew.com/insights/viewpoints-on-the-news/2020/sep-2020/business-spotlight-optimising-the-fundraising-process-for-entrepreneurs](https://www.icaew.com/insights/viewpoints-on-the-news/2020/sep-2020/business-spotlight-optimising-the-fundraising-process-for-entrepreneurs)

I also attended a webinar ran with a member of the MPC at the Bank of England 6 months ago, and as a result, he contacted me separately to set up a regular discussion for me to provide insights on the way SMEs are feeling so that the Bank of England can better understand the state of current economic conditions, as part of his market research. I had my last discussion last month and provided an update based on conversations with my clients and the market as a whole.

### **Motivation and ability to be a member of Council**

I can always find time to do things I'm excited and interested about, and I've always found the time to perform my role within the various initiatives across the ICAEW (listed above).

My motivations for a role as a member of Council is to keep my finger on the pulse of what's going on in the accounting profession, contribute ideas to improve the profession, and better prepare the institution for the ongoing technological revolution that's to come.

In addition, I would bring my experience of having worked with over 400 early-stage companies over the last five years, and channel that experience in sharing my ideas on ensuring the ICAEW keeps up with technological advances.

### **Strategic focus**

I regularly read *Economia*, the *Corporate Finance Magazine* and articles from the *London Accountant* to keep up with the latest developments impacting the accounting profession, as well as having an active interest in the state of affairs regarding the various audit and non-audit regulatory changes that have been being discussed recently.

One of the areas I'm particularly interested in is ensuring that those individuals in the accounting profession but who are not auditors are also heard, and this is one of the areas I would like to support the ICAEW with, including looking ahead at the future on the new jobs and professional services that are arising after having completed the ACA.

I would also like to raise engagement and the profile for the ICAEW. Many young people are now exploring alternative careers earlier on in their career, and I believe the ACA remains a strong foundation for anyone interested in the world of business - so I'd like to support and ensure it remains relevant.

### **Communication with members in your constituency**

I plan to regularly communicate with members in my constituency through social Media (Linkedin), email and virtually / face-to-face permitting through the various roundtables and ICAEW events organised throughout the year. For example, such as the London and South East Summit I attended last week, with the next one hopefully in person!

### **Nominators**

Victoria Andrew  
Nathan Steinberg  
Justin Silverman  
Tom Hoskin  
Helen Brennan

# *Declaration of interests which are relevant to the business of ICAEW*

Membership of, or interests in, formal bodies or groups, including other professional bodies <sup>1</sup> :	CISI
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	London Society of Chartered Accountants - Member London Accountant - Part of membership team and contributor
Partnerships, Directorships or beneficial interests in companies:	Managing Partner of Mountside Ventures (Current job)
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	None
Any other matters you feel should be identified:	None

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<sup>1</sup> This includes employment by a professional body.