



## *Johnny Abraham BFP FCA*

**Business Appointment:** Managing Director J9 Advisory Limited

### **Personal introduction**

I am a Fellow Chartered Accountant, with approaching 20 years of experience specialising in Business Funding and Rescue.

I started my career at PricewaterhouseCoopers where in 2001, I joined the Business Recovery Services team under the firm's school leaver recruitment scheme.

I completed the Association of Accounting Technicians (AAT) qualification, and then went on to complete my ICAEW training in 2007.

Having spent 7 years at PwC working on a wide range of Insolvency cases, in 2008, I accepted a Business Development role at Barclays Commercial Bank, as an Associate Director within the New to Bank Asset Based Lending team.

During this time learnt a vast amount about sales, and commercial lending, and I also experienced life within a bank during the financial crisis that hit in Q4 2008.

Due to the constraints of the banks minimal lending appetite at the time, and the demand for insolvency professionals, I cut short my time in banking, and joined Begbies Traynor Group in 2010.

Here I focused on assisting Asset Based Lenders and their clients in a role split between Business Development, Advisory, and Executory Insolvency cases, gaining particular experience in Accelerated Merger and Acquisition.

In 2014, having spotted an opportunity to bridge the gap between General Practice and Insolvency Firms, I launched J9 Advisory, specialising in delivering Business Funding and Restructuring Projects, together with Cashflow Improvement and Business Asset Disposal services to SME businesses.

[www.linkedin.com/in/johnnyabraham](http://www.linkedin.com/in/johnnyabraham)

## **Your involvement with ICAEW**

I have been a Member of the ICAEW since 2008 and I attained Fellowship in 2018.

I obtained a Practising Certificate in 2014 when I set up J9 Advisory.

In 2019, I gained the ICAEW Business and Finance Professional certification.

I have attended various Regional Events and also assisted with Regional Initiatives.

I have recently written an article for thebusinessdesk.com which highlighted the importance of Directors seeking advice from Qualified, Relevant, and Experienced Professionals such as ICAEW members.

As part of this I approached the Regional Director for a comment to be included in the article in order to promote the ICAEW and the BAS. This article generated approaching 10,000 views across Yorkshire and the North West.

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

I think I am at a point in my career where I have built up significant experience in my field, which whilst representing a small cohort of the ICAEW membership, will be an increasingly relevant one.

I think the next 4 years will in particular be an interesting time as the world emerges from the Covid-19 pandemic, and the work and lifestyle changes that this will bring.

In addition to the above, we also have the implications and opportunities of Brexit coming together at the same time.

I think the biggest change we will see in the coming years will be the increased adoption and real-world use of cryptocurrency.

The ICAEW will need to react promptly to the above, and I think this will be an interesting time to be an Elected Member of Council, and to be able to assist in driving the body forward where possible as we face these issues.

As I manage my own diary, I will be able to allocate the time that is required to effectively fulfilling the role.

## **Strategic focus**

### **Key Issues Affecting:**

#### **Members of the Constituency:**

- Emerging from the Covid-19 Pandemic, both for clients and practice.
- New ways of working – office v home and the pros & cons.
- Brexit and its issues and opportunities.
- Devolution and the North v South divide.
- The Channel 4 move to Leeds and the opportunities this will bring to the region.
- Leeds United's Promotion to the Premiership and the opportunities and benefits that will also bring to the wider Yorkshire region, (though some of this benefit has been lost due to Covid restrictions).

#### **ICAEW Membership:**

- The ICAEW must ensure that it provides the best service and value for Members, whilst continuing its position as the most prestigious Accountancy Body and Qualification.
- Making the ICAEW a network rather than just a Professional Body, e.g. Ensuring that when applicable, members refer complex situations to specialist members; or sharing opportunities within the network that can enable client transactions to take place.

#### **Wider Profession:**

- Ensuring that the term "Accountant" is protected through professional qualification with one of the recognised accountancy bodies.
- Promoting the use of qualified and experienced accountants rather than unqualified consultants/advisors/brokers.

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

- Being "Present, Visible and Approachable" to the region's members.
- Attendance of relevant regional events.
- Attendance of District Society meetings, to identify issues of concern to member and seek to feedback back to council.

## Nominators

Clive Smetham  
Matthew Warrilow  
Neil Morley  
Thomas Bottomley  
Michael Chamberlain

# *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>i</sup> :	<b>I am an accredited of the Institute for Turnaround. I am a Member of the Turnaround Management Association.</b>
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	<b>None</b>
Partnerships, Directorships or beneficial interests in companies:	<b>J9 Advisory Limited – Director and PSC J9 Trading Ltd – Director and PSC</b>
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	<b>None</b>
Any other matters you feel should be identified:	<b>None</b>

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