Emma Clark

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SUMMARY

Chief of Staff and strategic executor running ExCo-level special projects at a £40bn wealth manager with a strategic PE investor. Best with ambiguity, multi-threaded, and weaves data and strategy into a narrative leaders act on. Co-founder and fractional operator for founders across a close network, looking to be embedded in a founder's or CEO's office.

STRENGTHS

Strategic executor	Runs five live ExCo initiatives at a time, from problem definition to delivery
Thought partner	Sets the Group CCO's operating rhythm through the Growth Committee and ExCo review
Entrepreneurial	Co-founded Turnout; built its monetisation model and pre-seed raise
Relationship-led	Works weekly with ExCo and across every department of a 1,000+ person firm
Curious	Builds Claude agents and AI workflows for live work

EXPERIENCE

Canaccord Genuity Wealth Management

Apr 2024 – Present

Business Initiatives Lead, Commercial Office · Chief of Staff remit to the Group CCO

£40bn AuM · 1,000+ people · Part of the listed Canaccord Genuity Group, with a strategic PE investor

- Report to the Group Chief Commercial Officer and lead the strategic initiatives that come out of ExCo across technology, data, operations and the front office, typically running five competing priorities from problem definition to delivery.
- Set up and run the monthly Growth Committee and quarterly ExCo review: agendas, OKR and departmental performance tracking, and delivery risk raised before it reaches the Board.
- Built a 30-metric, one-page CEO dashboard, a tiered heat map of client outcomes, fair value, growth, outflows, regulatory risk and retention, cutting leadership reporting time by two weeks.
- Built the organic growth strategy from client-segment, channel and margin analysis, returning the firm to positive net inflows; lead go-to-market on new propositions for the next generation of clients.
- Own Board reporting for Consumer Duty, the FCA's biggest regulatory overhaul in over a decade: eight workstreams taken from self-assessment to Board sign-off with the CCO, COO, CFO and Head of Compliance.
- Built fair value assessments and product margin analysis that feed pricing, proposition and Consumer Duty decisions.
- Delivered a CRM transformation and client segmentation with technology and data teams; part of onboarding an external AI planning app.
- Build commercial cases and partner materials for strategic partnerships with the Group Head of Distribution.

FOUNDER & FRACTIONAL WORK

Alongside full-time role

Turnout (Good Turnout Ltd) · *Co-Founder & Chief Strategy Officer*

2026 – Present

- Co-founded a UK platform for recurring sport and social groups (availability, cost-sharing, payments, venue booking); own strategy, pricing, partnerships and financial modelling, with the CTO building product.
- Designed a five-stream monetisation model and four-case ARR and EBITDA projections to 2031; break-even modelled at c.4,500 members on the full model vs 14,000 on subscriptions alone.
- Launched an eight-week founding-club pilot to test willingness to pay before setting pricing.
- Defined the in-app AI agent that coordinates availability and payments; built the deck, terms and 15-month runway plan for a £250k pre-seed raise.

Circus Capital · *Chief of Staff (Fractional), investment holding and corporate finance advisory*

2025 – Present

- Partner with the Principal on investor communications, project management and follow-through; prepare decks and updates for family-office investors.
- Built pitch decks for seed and Series A raises.
- Built a Claude-based Chief of Staff agent that tracks actions and runs a live pipeline dashboard; designed the workflow and review its outputs before they reach the Principal.

Seed-Stage AI Startup (stealth) · *Head of Growth, part time*

2025 – Present

- Defined the ICP and pricing with the founder and took six businesses to pilot against a £150k revenue target.

EARLIER EXPERIENCE

RBC Brewin Dolphin · *Associate, Funds (Associate Director cover)* Aug 2022 – Mar 2024

- Covered the Associate Director remit for 15 months through the RBC acquisition, running fund reporting and reconciliations.
- Automated fund MI in Power BI and built holdings-level credit-rating monitoring from Eikon (Fitch, Moody's).

Paddle · *Management Accountant, FP&A* Apr 2022 – Aug 2022

- Supported FP&A at a high-growth SaaS payments platform through its $200m+ Series D.

Hastings Direct · *Commercial Finance & Investor Relations, FTSE 250 insurer* Mar 2016 – Jan 2022

- Produced half-year and full-year results and the ExCo report with the CFO Office.
- Built workforce and capacity plans: headcount forecasts, demand-based capacity models and staffing costs.
- Contributed to the business case and reporting framework for a personal loans launch.
- Ran supplier onboarding and contract renewals on a procurement rotation.

SKILLS & TOOLS

Executive operations: operating rhythm, OKRs, cross-functional delivery, Board reporting, prioritisation

Commercial: go-to-market, pricing, monetisation, partnerships, segmentation

Investment: investor communications, fundraising materials, financial modelling, fund reporting

AI and systems: Claude, Claude Code, Microsoft Copilot, Power BI, Excel, monday.com, Pharos, SQL (basic)

EDUCATION & QUALIFICATIONS

BSc Economics & Management, University of London (LSE academic direction), part time, 2026 – Present

Investment Management Certificate, CISI Level 4

ACCA, Practical Experience Requirement complete

Anthropic Academy, 2026: Claude Code in Action; Building Effective Human-Agent Teams; AI Fluency

A Levels: Economics, Business Studies, Psychology