



Livingston James



SAFEHINGE^o
PRIMERA

Position Profile

Finance Director



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Welcome Note from the CEO



I joined Safehinge Primera to lead the team on the next growth chapter of the business. Now that I am in the business I can see the true potential of what co-founders Phil and Martin have built. I see the Finance Director role as a critical role working alongside Phil, Martin and I to focus on delivering that potential.

Safehinge Primera is wholly focused on its purpose of “Protecting people through vulnerable times”. We have a mission to “Change the world of mental health design”. In order to do this, we need leaders that understand that to deliver on that purpose and mission requires focus on building a technology led, financially sustainable, operationally efficient and growing business.

Safehinge Primera has a strong cash generating core business and a self-funded, exciting new software solution that can disrupt the world of mental health care and take Safehinge Primera to the next level of growth.

We are seeking a leader who is driven by purpose, has core values of trust, respect, integrity and wants to WIN.

Cheers,



Dave Stewart
CEO



At Safehinge Primera we have a clear purpose;

TOGETHER, WE DESIGN FOR GOOD.

We are global market innovators and creators, developing a range of transformative products with a revolutionary purpose at the heart of our organisation; to keep people safe during their most vulnerable times. We have an unwavering commitment to co-design, launch, and improve holistic hardware and software solutions that authentically address the critical safety and well-being requirements of people in challenging environments.

Safehinge Primera fuses empathetic design with marketing and sales strategies to nurture customer demand, delivering to customer needs using strategic partnerships and direct engagement. Our current focus is to evolve our products to a level where they can be entrusted to the capable hands of others, enabling broader reach and widespread impact.

Born as a university spin out from Co-Founders Philip Ross (CGO) and Martin Izod (CPO) 18 years ago, we have grown in many dimensions. With humble beginnings and initially a single product, an integral finger guard for doors in schools; our product portfolio has grown organically and through acquisition to be seen as the leader in door safety, especially in mental health hospitals.

HEAR FROM OUR CO-FOUNDERS HERE

As a purpose led business, we have not restricted ourselves to finger guards or door systems. Over the past three years we have been developing a non-visual safety aid for mental health and custodial environments to protect people in the highest risk spaces, without undermining their privacy and dignity. Through the implementation of cutting-edge technology, the ambition is to reshape the landscape of Mental Health facilities, elevating patient dignity, ensuring safety, and empowering clinical teams to provide the best possible care.

At our very core, Safehinge Primera is a 'product leadership' business. Our vision is to be the global leader of designing products for challenging environments, rapidly growing the business domestically and internationally.

£15m

2025 turnover
target



international growth

5.7k+

mental health doors
fitted with no
reported suicides



We have already entered markets in Australia, New Zealand and Ireland, with the US as our next area of focus. Pioneering a new era in Mental Healthcare environments through a dignified non-visual patient safety aid (NVPSA), 'Project X', a revolutionary digital platform that aids patient observation without compromising their privacy, will also support in the growth of the business. Unlike cameras, our non-visual sensors can be located in the highest-risk areas without the privacy concerns associated with remote visual surveillance. The new technology aims to safeguard patient privacy and dignity whilst providing 100% coverage, 100% of the time, in all areas of the bedroom, including the bathroom.

OUR CORE VALUES

**Powered
by
Purpose**

**Dedicated
to
Design**

**Team,
Together**

**Empathy
over Egos**

**Commercial
with a
Conscience**

We're committed to continuously raising the standard of the sectors in which we operate. We do this through hard work and commitment to a culture of collaboration, listening, and understanding. We do this together, as a team.





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| Job Title: | Finance Director (FD) |
| Location: | Glasgow (minimum 3 days per week in Glasgow office with up to 25% travel to customers, suppliers and Blackpool site) |
| Reports to: | Chief Executive Officer (CEO) |

As the business embarks on its next exciting phase of growth, we seek a FD who will join the senior leadership team, working closely with the CEO and Founders to ensure the company's strategic goals are executed and successfully delivered. The role demands a professional with the expertise to navigate change, embrace growth and drive operational efficiencies and innovation.

The Here and Now: Core Focus for the Finance Director

- **Financial strategy and planning** - owner of "the model", driving insights on implications of current trading / decision making on future revenue and cash performance.
- **Funding and liquidity management** - "holder of the pen" on grant applications, essential this year in underpinning our R&D activities. Responsible for decision making on all other treasury management decisions (e.g. FX). Strong experience of cash management.
- **Reporting** - oversee the company's financial controls, ensuring the delivery of timely, accurate and insightful financial reports and statements.
- **Operational efficiency** - robust monitoring and control over financial resources to ensure we drive out cost inefficiencies and secure planned profit improvement in BU1 and BU2.
- **Financial and risk management** - i) "the gate keeper" on what needs to stack up on large elements of new business / contracts; ii) provide constructive challenge on new initiatives enabling the business to deliver stronger ROI and apply sharp commercial judgement, enforcement and are contractually strong.
- **Leadership of the team** - motivate, develop and support the Head of Finance and other finance team members so that they are: i) empowered to deliver; and ii) know when to ask for help.
- **Key member of the Core Leadership Team** - supporting other leaders in the business to deliver, ensuring they have the right financial data to make effective decisions.
- **Governance and compliance** - overall responsibility for all company compliance matters (stat accounts, insurances, tax compliance, legal registrations etc.) and management of reporting requirements to board of directors, external shareholders, and other key stakeholders.

Whats Next?: Skills Required for Growth

- **Product / Software (SaaS)** - our software product is currently an R&D Project, over the next 18-24 months the business will need to commercialise this / provide clarity around the commercial model.
- **Investment / M&A** - we are not currently raising capital from the private sector however, FY25 into FY26 needs to be a "get the business performing period", enabling the business to raise capital from a position of strength down the line.



Experience & Qualifications:

- Chartered Accountant or similar qualification.
- Proven experience as a FD in an organic growth environment, ideally within a product-led, or software/SaaS environment, although other transferable sectors will be considered.
- Ideally experienced of dealing with facilities management or construction companies.
- Track record of experience in a commercially focused environment, ideally dealing with complex contracts with challenging payment terms and staged payments.
- Deep understanding of financial forecasting, budgeting, and analysis, coupled with the ability to balance cost control with growth.
- Strong expertise in fundraising and organically growing a business both domestically and internationally. Exposure to venture capital and or private equity would be desirable.
- Experience obtaining government grants.
- Expertise in corporate governance, risk management, and regulatory compliance.
- Exceptional written and verbal communication skills, with the ability to convey financial data in an understandable way to both the board and shareholders.
- Track record of stakeholder engagement/management, working with a board and shareholders, preparing board papers and business plans.
- Collaborative leadership style, with a focus on team development and fostering a culture of growth, quality-performance, and collaboration.
- Strategic operational approach with the ability to look beyond just the numbers.
- Excellent analytical skills with the ability to use the data to drive improvements.
- Strong decision-making, and strategic thinking skills.





Personal Attributes:

- Adopts a forward-thinking approach to finance and business growth.
- Exceptional stakeholder / shareholder management and engagement expertise.
- Strategic thinker with strong business acumen and an innovative approach.
- Ability to have difficult conversations, constructively challenging and providing solutions.
- Process-oriented with a data-driven mindset and someone who can pivot at pace.
- Exceptional communication and interpersonal skills at all levels.
- High levels of integrity and dependability.
- Strong leadership and organisational skills.
- Teambuilder and collaborator.
- Robust operator who is willing to roll their sleeves up.
- High levels of emotional intelligence to help navigate change and Board dynamics
- Proactive and innovative with a drive for continuous improvement.
- True passion and motivation to drive the business forward.





Remuneration:

An attractive salary and benefits package is on offer, commensurate with background and experience required for the role. Equity is available for this appointment.

Recruitment Process:

The search and selection process of this assignment is being managed by advising consultant, Sophie Randles, Director at Livingston James, and supported by Kirsty Mclardy.



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Selected candidates will then be invited to interview with the Safehinge Primera team. All third-party applications, enquiries and direct approaches to Safehinge Primera will be referred to Livingston James.



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