



How to Build and Sell a Business, with John Perry



EPISODE **165**  (9 – May – 2021)

About this episode

How to Build and Sell a Business, with John Perry

John Perry has gone through everything you could imagine on his executive journey. He's been a CEO in a high-pressured corporate environment and he's built up his own SME from scratch. It was interesting to hear why he decided to start up on his own having been so successful in larger organisations.

Nowadays he is Managing Director/Founder of Conquest Capital and is very keen to keep the business small and tight-knit, but he still vividly remembers the days when he had to take the reins as CEO of Macquarie Bank Retirement Villages Group Fund and guide them through the GFC.

With 30 years of investment-banking experience, he is an expert in raising capital for businesses looking to grow and he is also expert in advising businesses who are looking to exit. He certainly knows his way around M&A and understanding financials, but he is also refreshingly insightful about the human meaning behind the numbers. This is one not to be missed!

Episode Highlights:

- How the Domesday Book influenced John
- Why naming a business after yourself might be a bad idea
- How John was inspired by his father's sacrifices
- How John fell into M&A
- The pros and cons of social profiling in recruitment
- An insight into investment banking
- How John got through the financial crisis and refinanced at short notice
- Why different CEOs are needed for different phases of growth
- What made John turn his back on big corporates and go out on his own
- How John wants to grow his business without disrupting the tight company culture
- How John "got his thinking straight" thanks to The Champions' Forum

Useful Links

- [Conquest Capital Website](#)
- [John Perry on LinkedIn](#)
- [Richard Triggs on LinkedIn](#)