

Ms. Penelope Hope

ENTREPRENEUR & SPEAKER

STARTUP LEADER | INVESTMENT PROFESSIONAL | SOCIAL ACTIVIST

Experienced organizational leader with an extensive track record delivering outperformance in startup businesses. Proven ability to define and articulate a strategic vision while implementing the necessary systems and processes to deliver results. A speciality in hiring and motivating effective teams with a natural talent for corporate communication. A regular speaker in entrepreneurial circles and at the prestigious Future of Utilities Conference.

- Doubled the business value of Rebel Energy from £6m in 2020 to £12m in 2021 as a result of successfully executing our 12-month strategy for market entry.
- Contributed to positive growth including sales traction and capital appreciation for more than 15 startups in the UK, EU and US as a business developer and financier.
- A member of the highest-performing Equity Research team at Goldman Sachs presenting sophisticated investment strategies to global institutional clients.

📌 Business Leadership

📌 Capital Raising

📌 Team Building

📌 Strategic Roadmap

📌 Investor Relations

📌 Recruitment

📌 Marketing & Growth

📌 Communication

📌 Campaign Activism

EXPERIENCE

Co-founder, Executive Director & Chief Operating Officer 2020 – present REBEL ENERGY UK, LONDON

One of only two Founders to successfully lead the business from start-up to scale-up, Rebel is the first renewable energy supplier with a social mission; to end fuel poverty in the UK.

- Defined a niche market among socially-conscious consumers and positioned the product offering and messaging to maximize our penetration with this audience.
- £1m raised in seed funding from a cohort of 30 business angels alongside a further £500k from more than 600 investors in an exceptional online crowdfunding campaign.
- 15 new employees hired in a 6-month period with an additional 3 Non-Executive Directors including a former FTSE 250 Chairman to head our gender-balanced Board.
- Secured a target sales audience of £3.5m customers through top brand partnerships, supported by a social media engagement rate of 14% vs sector average 4%.
- Delivered operational efficiencies by automating >10 business processes reducing labour time from days to minutes and improving the cost-to-serve ratio.

Business Developer & Startup Financier

2015 – 2019 FREELANCE CONSULTANT,

LONDON & MONACO

Supported more than 15 startup companies over 5 years in their strategic growth plans, including brand positioning, investor marketing and event-driven asset raising campaigns.

- Contributed to a series of top capital raises for European and Silicon Valley tech startups and investment funds, totalling >£100m in equity and secondary sales.
- Organized >150 private and family office investors alongside >10 corporate partners at the prestigious Monaco Yacht Club for the principality's leading tech conference.
- Key player from inception at an AIFM startup hedge fund where I defined and led the marketing strategy with an avg. yield p.a. of 20%+ delivered via proprietary algorithms.
- Drove a 3x increase in revenue for a communications startup by systemizing the billing methodology and monetizing the online learning platform using a subscription model.

Equity Research Analyst

2012 – 2014

GOLDMAN SACHS INTERNATIONAL, LONDON & NEW YORK

Selected for the award-winning Media stocks team producing sector-based and thematic investment research to create value for high-level asset managers, pension and hedge funds.

- Earned 120% alpha return on our Conviction Calls vs departmental average of 30% by developing an industry positioning framework to identify outperforming companies.
- Contributed to a number of successful IPOs including pre-deal investor education roadshows by leveraging relationships with the M&A and Sales teams internationally.
- 'Strong leadership and communication skills with outstanding written communication, a calm and supportive teacher to new staff, positive, proactive, diligent' – final review.

Entrepreneur-In-Residence

2011 – 2012

MINT DIGITAL LTD, LONDON

Invited by the company's Founder to lead on a variety of startup projects with an emphasis on interactivity, innovation and 'lean thinking' methodology. Leveraged resource from the tech development and creative teams to deliver consumer-facing digital products.

EDUCATION

University College London, London, UK

2007 – 2011

Bachelor of Arts – Classics: Latin & Ancient Greek

OTHER / ENTREPRENEURIAL INVOLVEMENT

In recent years I have worked between London and Monaco, focusing my free time on causes about which I am passionate; systemic injustice, women's achievement and the environment.

- Recent graduate of the 'Fight for Fairer Funding' programme to address the stark inequalities faced by women in accessing the market for private investment.
- Member of the Goldman Sachs Alumni network giving access to the firm's historic pool of talent and thought leadership across the financial services sector and beyond.
- Member of the Rebel Restoration Management Board, a UK charity which invests in community-led rewilding projects to restore natural ecosystems and biodiversity.