

STEPHEN McCURDY

Turnaround CEO · Transformation & Value-Creation Operator · EBITDA and Exit-Readiness

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THE VALUE I CREATE

I take underperforming and stalled businesses and make them profitable, sale-ready and no longer dependent on any one person. I read an organisation as a system, find the real constraint behind the numbers, and rebuild the operating model around it — hands-on, on the ground, measured by outcomes rather than reports. Lenders and sponsors bring me in when the cost of getting it wrong is the loan, the equity or the exit.

What makes me different from most operators: I've embedded AI as permanent infrastructure across reporting, strategy and operations — so boards get real-time visibility, decisions get stress-tested in hours, and businesses scale without adding headcount.

Signature outcomes: Six-figure EBITDA deficit → NZD 3.3M+ reserves · 284% operating cash-flow growth · 337% growth in cash holdings · NZD 1.3M capital raised in six months · NZD 6M new market opened in year one · ~150% productivity uplift through embedded AI · 30+ country operating networks.

VALUE-CREATION TRACK RECORD

Turnaround & cash generation — Inherited a business running six-figure EBITDA deficits; rebuilt it to NZD 3.3M+ in reserves within 18 months, without losing a role. Released trapped working capital (late invoicing, unrenegotiated terms, process leakage) to restore three months' buffer inside 90 days. 284% operating cash-flow growth; 337% increase in cash holdings.

Recurring revenue & market expansion — Opened the Auckland market from zero to ~NZD 6M annual B2B/B2C revenue in year one by re-mapping the real buyers (specifiers, not just end-users) and building the quoting/BOM infrastructure that made it repeatable. Cut lead-to-sale cycle ~50%.

Operating-model & margin redesign — Quadrupled manufacturing throughput and cut unit costs ~15% with no headcount reduction, via ERP, lean redesign and automation across two national manufacturers. Increased factory output ~200% at a second manufacturer and secured national retail distribution (Mitre 10).

Capital & institutional funding — Structured and led an NZD 1.3M capital raise, completed within six months; managed multi-stream institutional capital (ODA, MFAT-linked grants, philanthropic and private) with investor-grade reporting and information memoranda.

Governance & board confidence — Rebuilt board trust by replacing six-week-old reporting with real-time, evidence-based visibility. Built audit-ready M&E and reporting frameworks linking outcomes to accountability across 30+ country partner networks.

AI-led value creation — Delivered a ~160x digital reach uplift and >USD 100K within 72 hours through an AI-assisted campaign; ~150% productivity improvement across reporting and operations by embedding AI.

SIGNATURE METHODOLOGY — THE SYSTEMS RESET

Map the system → Find the real constraint → Redesign the operating model → Install visible performance → Scale sustainably. Applied identically across manufacturing floors, global mission organisations and 30+ country humanitarian networks. The sector changes; the method doesn't.

CAREER HISTORY

Founder & Product Operator — QualIntel OS · 2026–Present

SaaS platform for defensible AI-assisted research. Own product strategy, pricing architecture, subscription economics (MRR, retention, CAC/LTV) and go-to-market — building and shipping the model personally.

Group Chief Executive — International Needs NZ & International Needs Humanitarian Aid Trust · 2025–Present

CEO of the NZ entities of a 30+ country network. Ex-officio Director for two entities; principal interface to two Boards and a Finance & Audit Committee. Led an NZD 1.3M capital raise completed within six months and launched the 2025–2028 strategic plan. Embedded AI across reporting, M&E and fundraising.

Chief Executive Officer — One Mission Society NZ · 2021–2025

CEO of the NZ field of a global organisation (80+ countries, 14,000+ co-workers, 150+ partners). Converted a six-figure EBITDA deficit into NZD 3.3M+ reserves (284% cash-flow growth, 337% cash-holdings growth). Redesigned the funding/revenue model; delivered the ~160x reach / >USD 100K-in-72-hours AI campaign; navigated COVID while protecting full delivery.

Product & Process Development Consultant — NZ Louvres · 2018–2021

Opened the Auckland market (~NZD 6M yr-one revenue); quadrupled throughput; cut unit costs ~15% and lead-to-sale cycles ~50% via ERP, lean and automation.

Integrated Operations & Product Development Consultant — Riverlea Group · 2017–2018

+200% factory output via lean redesign and automation; secured Mitre 10 national distribution; built the throughput/margin/cash metrics framework that drove owner capital-allocation decisions.

Educational Technology Business Manager — Connect NZ · 2016–2017

Led the national roll-out of Apple in education across New Zealand — integration, training and sales to schools nationwide. (Bridging role on relocating from the USA to NZ.)

Apple — Creative (piloted the Creative Pro role) & Mobile Engineer (FRS) · USA · 2011–2016

Five years (2011–2016) across creative, technical (mobile engineering / FRS), training, sales and business development inside Apple's world-class retail system — where I learned to design every function to reinforce the others as a single operating system. Piloted the Creative Pro role as it was introduced.

Owner — MCC Solutions (Drafting & Design) · USA · 2006–2011

Founded and ran a solo drafting practice — client acquisition, delivery and the P&L, end-to-end. Five years as the owner a business couldn't run without: a first-hand education in founder dependency, the constraint I now remove for other owners.

CREDENTIALS & EDUCATION

- **MBA — University of Waikato** (graduating 2026). Waikato Management School holds Triple Crown accreditation (AACSB, EQUIS, AMBA — top 1% of business schools globally) and is a Tier One programme in the 2026 CEO Magazine Global MBA Rankings. Thesis on executive decision-making under noise (Executive Signal Management framework).
- **Digital Media / Motion Graphic Design — Valencia College**, Orlando, Florida, USA.
- **Dual NZ / US citizen** — able to hold roles and mandates across both markets.

HOW I ENGAGE

Permanent CEO / COO · Interim / fractional executive · Transformation advisor to lenders & sponsors — engagement shaped to the mandate.