

PRESENTER PROFILE

CRAIG WEST – CEO & Founder

B. Bus (Mgmt), M. Bus (Acct/Fin), M. Tax Law, CPA



Craig West is a strategic accountant who has over 25 years' experience advising business owners. His background as a CPA in public practice, provided invaluable experience in the key issues of concern to business owners. Following 6 years of study to gain two masters degrees, Craig focused on Capital Gains Tax (CGT) for business sales advising on strategic management of tax issues. This experience formed a very strong view that business owners (and often their advisers) were unprepared and unaware of the steps required to prepare a business for exit.

Craig now acts as a strategic mentor for mid-market business owners and has written four critically acclaimed books on [employee incentives](#), [succession planning](#), asset protection and exit strategies. Craig has conducted numerous seminars and keynote presentations throughout Australia & internationally, including adviser education programs for the Institute of Chartered Accountants, IOOF and CPA Australia.

Craig's practice [Succession Plus](#) is the largest Business Succession and Exit Planning firm in Australia, with offices in every state and provides advice and strategy for clients looking to prepare their business for a successful exit. Succession Plus launched into the [UK market](#) during 2019.

In March 2014, Craig was appointed Executive Chairman of [The SME Association of Australia](#), Australia's largest small business organisation representing over 300,000 business owners. In October 2014, he was awarded the [Exit Planner of the Year](#) at the Exit Planning Institute Annual Conference in Texas, USA, as a result of his innovative development of an exit planning process to help business owners maximise business value and achieve a successful exit.

During 2015, Craig commenced Doctoral studies on the topic of using Employee Share Ownership Plans (ESOPs) as a Business Succession and Exit Planning tool. Craig's proprietary structure - a [Peak Performance Trust](#) - has won the Australia wide award for the Employee Share Ownership Plan of the Year twice in four years.

In November 2018, Craig launched [SME Experts](#), in partnership with Mark Bouris' Mentored on Podcast One and quickly grew the monthly podcast audience to over 26,500 downloads. In October 2019, he released [Mid-Market Matters](#), a new podcast focused on medium-sized businesses.

Craig is passionate about encouraging business owners to think strategically, maximise the value of their business and achieve a successful exit.

Media:

[Exit Coach Radio – Exit Planner of the Year Interview](#)

[Ovations Speakers Bureau](#)

[Mid-Market Matters](#)