

VBP is set to transform its business with the acquisition of Elixir Consulting, a new name/brand and an expanded leadership team

VBP announced today that it is adding a new strategic direction to its business model that includes the acquisition of Elixir Consulting.



“By expanding our service offering and supporting our Clients with their growth aspirations, we are able to continue to grow our business. The combined business of Elixir and VBP is able to offer a superior service to Clients and will position us as the ‘go to’ growth partner for advice firms looking to innovate and scale,” said VBP group CEO David Carney.

He added, “Elixir brings over 15 years of leading consulting and coaching experience, with a deep understanding of the challenges and opportunities facing advice businesses. Harnessing this and boosting it with the scale and expertise of VBP will allow for new engagements with

Clients. This will allow VBP to help lead the opportunities that automation provokes for the industry,”

To reflect the combined business of Elixir and VBP, the new name is Vital Business Partners.

Carney said, “Whilst we will still be widely known as VBP, it was important to make the subtle name change to Vital Business Partners. This is more reflective of our future direction and desire to be a vital partner in our client's future success. Dropping the word Virtual allows us to move away from a traditional outsourcing business. It also recognises the human connections that are very much the core of each and every client relationship”.

Over the next year, VBP will focus on helping firms innovate by investing in intelligent automation solutions, cyber and governance security for our Clients and new coaching programs. VBP will be at the forefront of Clients' needs to address the expectations of APRA's Prudential Standard CPS 230, Operational Risk Management.

In addition to a name change, VBP has recently added two new executives to help execute the transformation. Shaun Nesbitt joins VBP as the Chief Information and Digital Officer (CIDO), and Amanda Yun will head up VBP's growth strategy as the Chief

Growth Officer. Shaun and Amanda will join Sue Viskovic in her new role as General Manager Consulting in VBP's executive team.

"We are in a period of significant change within the financial service industry, but I am excited to see the continuing maturing of this profession and the role that VBP can play," Carney said.

Sue Viskovic, the founder of Elixir, said, "When I talked to David about his business, he acknowledged that whilst VBP had helped many firms to scale their back office, he was frustrated as he could see there was more that could be done to support these firms so they could grow in a controlled manner. I shared with David that Elixir Consulting had always excelled at helping advice firms build clear strategies and business plans. Still, I know many firms that struggle to execute on their plans due to resourcing constraints".



VBP's new strategic direction and the acquisition of Elixir Consulting fills a gap in the market. Whereas businesses can find coaches to provide growth advice, to deliver on those plans demands execution and delivery. VBP has the resources to deploy a bespoke team on a project basis to assist a client in executing the priority projects from the strategic planning.

To learn more, go to www.vbp.au

About VBP

VBP provides a consulting-led approach to supporting Clients and leverages services in strategy, coaching, process improvement, intelligent automation, data analytics and operations.

Founded in 2013, VBP services 260 Australian financial services firms. VBP has a team in Australia and a further 1200 in the Philippines. VBP specialises in multi-disciplined advice firms with service offerings focused on, but not limited to, accounting, bookkeeping, administration, paraplanning, and mortgage broking.

About Elixir Consulting

Elixir Consulting provides specialist business coaches to financial services firms across Australia to help them evolve their businesses and thrive in the advice landscape. Elixir provides bespoke consulting and targeted coaching services that help Clients make great decisions and implement business strategies that grow them to the next level.