

## Summary

I have a 26 year history of successfully running businesses that I created myself. I started Frame Express in 1984 (at the age of 24) and sold it in 1989. In 1992 I started Card Connection Limited, the UK's leading franchised greeting card publisher. The Company was sold to American Greetings Inc. in March 2008.

My entrepreneurial history has been written about in the Dr Rob Yeung's book *The Extra One Per Cent: How small changes make exceptional people*.

Since the business sale in 2008, I have primarily followed a career in education, becoming a Professor (Education) and Programme Director of MSc Entrepreneurship at UCL School of Management. I have also been an active business angel since 2008, taking part in around 75 investment rounds.

## Teaching Experience

**UCL, School of Management, Programme Director MSc Entrepreneurship** (2016 – present)  
Responsible for running the MSc Entrepreneurship programme.

**UCL, School of Management, Professor (Education)** (2013 – present)  
Teaching Entrepreneurial Finance and various other workshops. Became Professor (Education) in 2024. I have published a book on Entrepreneurial Finance, now in second edition.

**Kingston University, Entrepreneur-in-Residence** (2009 – present)  
Mentor on various student programs and regular speaker at Kingston in the UK and previously on their MBA programme in Moscow (2011 - 2013).

**Goldman Sachs 10,000 Small Businesses Programme, Programme Tutor** (2012 – 2015)  
Programme Tutor on all 7 cohorts since inception on this highly-acclaimed development programme, run by UCL in London. Mentored around 70 companies.

## Commercial Experience

**Love Struck (F&B) Limited** <https://love-struck.com>  
**Non-Executive Director & Investor**, (2012 – present)  
Worked with founder to develop the business in the UK and overseas.

**Card Connection Limited** (Farnham, Surrey)  
**Founder & CEO** (1992 – 2008)

I started Card Connection in 1992 with funding from venture capital group, 3i. The company quickly grew to become the leader in the franchised distribution of greeting cards both in the UK and Ireland. The business ranked in the Top 10 largest UK publishers, servicing 17,500 retail stores at its peak. In 2008, the company was sold to the UK Greetings, the British subsidiary of American Greetings Inc., and remains one of their key UK trading divisions.

**Frame Express Plc** (Wimbledon, London SW19)

**Founder & CEO** (1984 – 1989)

I started Frame Express in 1984. The company was the first business in London to offer a fast picture framing service. It grew rapidly to a chain of 16 company-owned shops, all based in and around London. In 1989, it was sold to a public company The Oliver Group Plc for £1.75m. Although the brand has now disappeared, several stores carried on trading over 30 years.

**Redland Roof Tiles Limited** (formerly based in Reigate, Surrey)

**Product Manager, & Technical Sales Representative**

(Spread over 1977 - 1984 whilst also attending Kingston University)

Redland was the world's largest manufacturer of roof tiles. Various roles during industrial training programme concluding as Product Manager.

## **Education**

**UCL Arena Fellowship**

Fellow of Higher Education Academy 2016

**Kingston University** (1978 - 1982)

BA (Hons) Business Studies (2.1)

**Epsom College** (1972 - 1977)

A Levels: Maths, Economics, English

## **Awards**

**Best Teacher Award**

MSc Technology Entrepreneurship 2015

MSc Technology Entrepreneurship 2016

## **Publications**

HULME, S. (with DREW, C. and PETTINATO LUCIO, M.) (2024): *Entrepreneurial Finance*, Second Edition. London, United Kingdom: Bloomsbury.

<https://www.bloomsbury.com/uk/entrepreneurial-finance-9781350380974/>

HULME, Simon (2023). High Performing MSc Programme Framework. National Teaching Repository. Model. <https://doi.org/10.25416/NTR.24592992.v2>