

Equity Runway Launches Business Partnering Services



Equity Runway has launched Business Partnering Services (BPS) to work with Boards, CEOs, and Entrepreneurs to drive the growth of business organizations. It will also focus on business turnaround for companies experiencing declining trends in business. BPS goes beyond traditional advisory services and book theories. BPS is about increasing returns and value to shareholders and stakeholders while working hand in hand with companies as an extended business partner to play a hands-on role in growing the business. The BPS team of Equity Runway has the DNA of running large companies in multiple sectors. BPS team is led by former Executive Directors and Chief Financial Officers of leading Sri Lankan and Fortune 500 companies, supported by a digital disruptive and analytical team.

The approach is results-driven and action-oriented, with a commitment to deliver value. Equity Runway believes this gives a unique perspective in creating distinctive

opportunities for companies that need support from results-oriented and proven senior-level professionals with hands-on experience in running companies.

Finance is the language of business. Team of Equity Runway is fluent in Finance, one of the core competencies to be an extended business partner to companies.

Equity Runway also connects high-performing, experienced professionals for board positions from Sri Lanka or overseas, particularly Sri Lankan professionals living abroad, who can serve as board members remotely.

Shiron Gooneratne is the founder of Equity Runway. In his career, he has held the positions of Chief Financial Officer and Executive Director in some of the largest listed companies in Sri Lanka in multiple sectors. He also brings in experience from the United Kingdom. Currently, Shiron is a Non-Executive Director of listed and unlisted companies.

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