

# FOUR HEADS ARE BETTER THAN ONE



**TOM RUMBOLL**  
Synetiq

It is the UK's largest vehicles dismantler, the second largest player in the salvage industry, and one that has changed the way in which the sector operates, yet Synetiq has only been in existence since March 2019.

It's quite an achievement for the company – a merger of four unique businesses in salvage, dismantling and IT. The SYNETIQ board is led by Executive Chairman, Tom Rumboll, who has been a key player in ensuring SYNETIQ is a disruptive force for change.

SYNETIQ provides bespoke and intelligent solutions to clients ranging from Ocado to the Metropolitan Police. At the moment, its focus primarily resides in growing the business: "We want to grow by at least 50% across all metrics in the next three years," Tom explains, and whilst this target is ambitious it is certainly not out of reach.

In order to enable growth, it is important that the four former companies holistically unite, and a whole-hearted effort is taking place to integrate the organisations into one unit.

"All the existing shareholders and management team have stayed on board, meaning we have a bigger bandwidth in terms of management and a much bigger business," Tom adds. "There's balance on the Board, there's balance in all the management positions – we're playing to our strengths."

The merger means that the companies that now make up SYNETIQ are no longer competing against each other for market share but instead are all working and growing as one: "We already think and act as one business."

As it looks to expand its client base, the new company is closely examining its operational, marketing and client management functions to ensure that SYNETIQ is the first name on everyone's tender list when it comes to new contracts.

SYNETIQ gives thousands of vehicles each year a second lease of life, and sustainability is at the forefront of the organisation's mind, with recycled parts used to fix vehicles.



As these parts are already in stock, vehicles are returned to the road more quickly and cheaply. It is hoped this efficiency will attract new clients in the near future.

The company has already surpassed European recycling targets: "European Directives dictate 95% of the materials that have to be recycled and we beat that with 96%," explains Tom. He is also going above and beyond in ensuring its sites are environmentally friendly, with additional measures beyond what the necessary permits require.

Tom elaborates on this: "Every day we de-pollute the liquids that come to our site – oil, petrol, diesel, whatever it might be. We also have drainage interceptors in place so no pollutants can enter local waterways."

Operating in a more creative way has been a benefit of joining ELITE, which has helped Tom and the SYNETIQ team to think outside the box: "It has helped us to share ideas and challenges with people that are either at the same stage

of growth, or have been through it all, and have different words of wisdom to share".

ELITE has provided SYNETIQ with a valuable external perspective on how the business should operate and what steps they should take in the future, playing an important role in shaping their thoughts on future growth. It has also provided tools to help build the legitimacy of a business that is relatively new. Tom explains: "Our clients want to know we have good governance and ELITE have provided modules on how to ensure this is the case."

Even though the company is still in its infancy, Tom hopes the organisation can move into adjacent complementary markets, using the team's existing skills, reputation, experience and infrastructure to grow as well as pursuing carefully selected acquisitions. All this whilst also ensuring that the entrepreneurial flair that made the four business who created SYNETIQ so successful remains intact: "We need to be big enough to cope, yet small enough to care."

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