

## Jon Parker – Resumé

*David Jonathan Parker (known as Jon)*

Born 19.04.1963

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French Address (resident): Chateau de Cézérac, 53 Avenue de Cézérac, Cézérac, 47500 Montayral, France

UK Address: 13, Church Fields, Nutley, East Sussex, TN22 3NA

Married to Carmen, two grown-up children

Fit, healthy, no medical issues



### Business history:

1983 - *Grand Prix race Engineer* for Honda Racing Corporation (Belgium) and Kawasaki Japan.

1986 – *Created Bodyshop (Chequers Coachworks)*, Maresfield Sussex. Sold in 1990.

1989 – *Co-founded BodyMaster bodyshop management system (Managing Director)*:  
Sold 800 systems between 1989 and 1995 in the UK  
First system to implement Thatcham TTS times  
Sold shares in 1995.

1995 – *Co-founded Byteback Ltd (Managing Director)*:  
Provided Intelligent scale systems, service and software to BASF, AkzoNobel and Spies Hecker global paint businesses  
Developed Paint-IT, paint saving software  
Developed Aud-IT, Estimating accuracy software  
Continued at Byteback Systems until 2018, where I moved to a freelance role

2010 – *Co-founded and ran Bodyshop Express Ltd (Managing Director)*:  
Showcase ‘Bodyshop Revolution’ fast-track shop using Symach gas catalytic technology and groundbreaking TOC continuous workflow modelling  
Based in Telford, UK - 6,300 square feet to produce 35 vehicles per week at 3 day K2K  
Sold to Gemini in 2012, and then moved to importing Greentech Gas Catalytic technology which we distributed to North America, UK and Middle East.

2015 – *Bodyshop Express Inc. San Diego (Shareholder to date)*:  
Designed as new using our Bodyshop Revolution process and Greentech technology. Implemented all processes including training and mentoring.  
Trading today – 40 vehicles per week from 7,500 square feet.

2018 – *Freelance* – creator and manufacturer of Drylogic high speed drying systems for the rapid repair market.

*2019 – Penning’s Group UK – Business Development Director (Freelance Consultant)*  
Responsible for both external business development of the £12m group as well as internal process improvement.  
Took them through Covid 19 challenges

*2021- Halo Accident Repair Centres Ltd – (Managing Director)*  
Led this PE backed MSO business from 10 to 38 new organic bodyshops, turnover from £16m to £68m, delivered world beating sub-3-day key-to-key times with a Trustpilot score of 4.9/5. Industry beating EBITDA margins achieved. November 2025, resigned from role to pursue freelance opportunities.

*2026 – Parker Collision Intelligence – TOC based collision solutions for Insurers, MSOs OEMs with new AI driven Bodyshop Revolution optimised workflow model.*

### **Personal Information:**

I am a highly motivated and positive individual who thrives and performs, especially when presented with a challenge. I have a very strong technical background in engineering and process technologies within the collision industry and automotive sectors. I am very hard working and will always go the extra mile to achieve what is necessary with respect and commitment.

My speciality and passion is collision repair management and workflow process methodologies. I have significant experience, having historically owned 3 bodyshops, in management, process implementation and team leading, with a full understanding of how repair centres, and its people can be helped to perform at their best through leadership and mentoring.

My underlying core skill is that of Theory of Constraints (TOC) and Systems Thinking within the collision repair industry. Our extensive R&D carried out between 2008 and 2010, which ended up being branded *Bodyshop Revolution* was for the best part, too early for its time. In 2026, it has been optimised using several AI LLM models to develop what is termed flow-cell production. That said, **BodyshopRevolution.ai** is more than just production, it’s the holistic method of insurer/repairer interaction to reduce frictional cost and increase claims flow. A full bodyshop Operating System.

My Halo experience has helped me to understand the PE world, Group dynamics, performance budgeting, honed leadership skills and running and rapidly growing to nearly a £70m business in a competitive and complex market.

I believe I understand the collision industry, and its nuances – the required relationships with insurers, the vehicle driver’s concerns and needs, as well as the need to drive down cycle time and internal costs to maximise profitability within repair centres themselves. I fully understand and deliver consistent results.

I am as comfortable discussing detailed technical repair techniques with technicians, as I am presenting forecasts and management data at boardroom level. I understand all recognised KPIs as well as P&L, cash-flow and balance sheet and accounting principles. I am well connected and well known throughout the international industry at insurer, bodyshop and supply-chain levels, and often am on-stage at global conferences or industry process discussions.

I believe I have excellent sales diplomacy and have sold and implemented or secured many multi-million-pound contracts and equipment/software solutions into the repair industry market globally.

I believe I am a good leader, fair manager, having managed and employed many hundreds of staff over my 40 years in business.

***I have designed and created many products over the years, some in a team environment, some alone:***

- BodyMaster Management System, which sold 800 licences in the UK alone
- Paint-IT software (which won Bodyshop Magazine's Environmental award)
- Aud-IT Software, enabled estimators to become super-accurate
- Written Intelligent Scale software for BASF globally, developed for Europe then merged into USA
- Developed the current EziMethods platform (ezimethods.com)
- *Bodyshop Revolution* – TOC enabled process to halve key-to-key times and increase profitability, including turn-key solutions for a global repair community – now recognised as the fastest, holistic collision production flow system world-wide
- FlowLogic – software to schedule and sequence vehicles for optimal workflow
- DryLogic – First mobile gas catalytic drying system, manufactured by us
- ***BodyshopRevolution.ai*** In 2026, an artificial intelligence optimised holistic 'flow-cell' solution created from our original TOC based 2010 production system

Historically, I was one of two team voluntary leaders for the EAST (Estimator Accreditation and Systems Transparency) project where I won Bodyshop Magazine's Outstanding Achievement award. This successfully implemented Auditing at Thatcham and other software houses as well as developed what has now become the ATA and VDA programmes adopted by the industry.

Travel is a passion, so flying or driving internationally regularly from France is no issue.

I have worked extensively in Europe, the Middle East, Australia, USA and Canada.

## **Hobbies and Interests:**

Motorsport, architecture/restoration, travel, cooking, wine and cycling.

I'm an experienced road cyclist, having achieved many endurance challenges including climbing 29,029ft in one day, the equivalent of Everest's height, and cycling 319 miles (500km) unsupported across Britain within 24 hours.

I am a qualified Helicopter pilot with over 1000 hours flying experience

I am resident in the south of France, currently 4 years into a significant hands-on restoration of our home – Chateau de Cézérac ([www.chateau-cezerac.com](http://www.chateau-cezerac.com)). My wife and I can be seen on multiple episodes of UK's Channel 4 series 'Chateau DIY' restoring our beautiful home, and we continue to film into 2026. We plan to turn it into a boutique hotel in a few years' time when I retire, although parts of it are available to stay at today from our website.