

## Pario Ventures Cofounder David Murray-Hundley steps down as Chairman of e.fundamentals.



**London, United Kingdom Dec 20, 2021** ([IssueWire.com](https://www.issuewire.com)) - [Pario Ventures](#), today announced that its co-founder David Murray-Hundley will step down as Chairman of [e.fundamentals](#), a digital shelf analytics vendor, a role that has seen him lead the company's Board of Directors since 2016. Mr. Murray-Hundley was initially invited to take the role on for a year but stayed driven by a deep passion for helping young start-ups go from idea to high growth. David is now looking to free up time to refocus on growing early start-up businesses via Pario Ventures in light of e.fundamentals' phenomenal success. E.fundamentals an Edinburgh-based B2B SaaS provider, has more than doubled its revenues during 2021, with contracted Annual Recurring Revenue now in excess of \$6m, signing up global consumer packaged goods giants such as PepsiCo, Arla, and Mars to its digital shelf analytics platform.

"I originally signed up for 1 year and ended up doing almost 6 years. Have watched the company go through many chapters of its journey. It's been a rollercoaster and a journey that I will remember far into the future. I wish the E.funadmentals team continued success and must also thank my shareholders who included Angels Den, Downing Capital, Maven Capital, Scottish Enterprise, and many private individuals." said David Murray-Hundley.

As part of leaving his legacy at e.fundamentals, David and the company have created the yearly "David Murray-Hundley Award for Excellence". David Murray-Hundley said " In all companies, you have those individuals that go way beyond expectations, don't always shout about what they do and it's important to reward these people. It's a small thing to do that could mean a whole lot to the winning person."

David Murray-Hundley will be focusing on his Chairman role at [The Bunch](#) who is expanding internationally for 2022, as well as his Co-founder role with Pario Ventures that has seen his Pario Ventures open up offices in the USA during 2021 and now has over 60 investments. "I am excited for 2022, Pario Ventures is collaborating with more companies looking to expand into the US markets. Also, there are a number of startups moving into that scaleup stage and that, for me, is where I get the most excitement helping companies and founders" said David Murray-Hundley

[Pario Ventures](#) is owned by Kevin Doyle and David Murray-Hundley, a partnership that goes back to the

pre-dotcom era. Between them both they have been involved with NASDAQ IPOs, AIM listings, multiple raises, US trade sales and have a portfolio of investments across Oil and Gas, Space expedition, Sustainability, Automotive, Technology, Bars, Restaurants, and Fintech.



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