

Sam Freeman
Partner, EY-Parthenon

As a Partner in EY-Parthenon, Sam specialises in strategic transformation, performance improvement, turnaround and restructuring. With more than 20 years' experience across aviation, construction, mining, energy and property, he advises boards, management teams, lenders and investors through periods of operational, financial and strategic change.

His experience spans business transformation, performance improvement, restructuring, Safe Harbour advisory, refinancing and recapitalisation processes, formal insolvency appointments and transaction support, helping organisations enhance performance, preserve value and achieve sustainable outcomes.

Sam recently served as Administrator of Regional Express Holdings (Rex), Australia's largest regional airline. During the administration, he led a complex business stabilisation and restructuring program, including operational performance initiatives, route profitability analysis and sale preparedness activities, helping maintain critical regional aviation services while positioning the business for a successful transaction outcome.

Sam is a Registered Liquidator and a member of the Turnaround Management Association.