

“As a former psychotherapist I’m good at understanding what people want”

Susie Ambrose, 41, lives in London with her husband Michael, 37, (right) who is an advertising executive. A former psychotherapist, she now runs Seventy Thirty, a dating agency specifically for millionaires.

“My girlfriends always used to ask me to judge their new partners for them, but my career in matchmaking started by accident. I had a private practice as a psychotherapist and of course relationships of all sorts were usually at the heart of problems.

One of my clients was a man in his forties who originally came to see me over a troubled relationship he had with his father, which stemmed back to his childhood. I saw him over a long period and towards the end he also used to talk about his divorce and the difficulty he now had – as a successful businessman who devoted all his time to work – in meeting a new partner. Almost as a joke he suggested that, as I knew him inside out, I would be the best person to find him a perfect partner.

I laughed at first, but he was serious. This seemed such a different way to use my psychotherapy skills that I became intrigued. We talked some more and it began to sound like a challenge that I simply couldn’t resist.

I placed an ad in a local paper, describing him and what he was looking for – and there was an overwhelming response. I then came up with a shortlist of three women; he met up with all of them and he’s been married to the first one he saw for nearly three years.



At the time, I wasn’t tuned in to how hard it can be for some people to meet their match. I’d met my own husband Michael at a party. We’d chatted and just really clicked. We dated every single night for about six months, before he asked me to move in with him. He proposed on Valentine’s Day in Paris and we got married a year later.

I was lucky enough for the whole thing to have happened quite easily, but the more people I spoke to, the more I realised that for all sorts of reasons it’s not always so easy. Many of my friends worked in the City and were cash-rich and time-poor. They said they would be prepared to pay good money to someone who would take the time to get to know them and research and find exactly the right person for them. So I started

MISTAKES WOMEN MAKE: Interrogating men on a first date – it’s so much better to make general conversation on that first meet.
MISTAKES MEN MAKE: Not relaxing properly and being themselves because they are frightened of being judged.



researching the dating industry and realised there was a gap at the high end of the market that would provide a very personal, tailor-made service for wealthy people who were serious about finding a long-term partner.

I called the company Seventy Thirty, because my research has shown that millionaires spend 70 per cent of their time at work and 30 per cent at home – and potential partners must be aware of that.

The majority of my clients have either been in long-term relationships and never married or are divorced or widowed. We take huge care to get the right match and I’d estimate that my success rate is 80 per cent. I get such a kick when it goes well that I can honestly say I love my job.”
Call Seventy Thirty on (020) 7863 8880 or visit www.seventy-thirty.com. w&h