

Bespoke Search Group

CFO

Profile / Highlights

Strategic executive and CPA with global accounting and consulting firm roots. Strong track record of building high-performing teams, improving processes, and driving scalable operations. Seasoned leader with CFO roles in start-up, growth phases, IPO processes, public company reporting, as well as significant experience in M&A and sell side transactions. Diverse industry background includes SaaS, fintech, proptech, marketplace, e-commerce, business products and services. Proficient in financial modeling, forecasting, GAAP reporting, taxation, contract negotiations and raising capital. Notable achievements include leading a dual track M&A and IPO process for an online industrial asset marketplace resulting in a \$758 million acquisition, raising a \$54 million Series B equity round at a fintech, and successfully completing a \$20 million Series A round for a spin-off venture.

Excellent interpersonal and communication skills with a strong executive presence. Smart and decisive, self-confident, independent thinker who provides proactive advice to the CEO, works across the organization as part of operations, and gives objective insights to the Board and Audit Committee. Collaborative, customer centric, and team oriented. Excellent references from prior short- and long-term roles.

Areas of significant experience include:

- Financial planning and analysis
- IPO readiness
- Financial (GAAP) / SEC reporting
- Internal controls and SOX readiness
- Mergers and acquisitions
- Capital raise/debt structuring
- Human resources oversight
- Tax and treasury
- Revenue recognition and technical reporting
- Gross margin and unit economics analysis
- Report, analyze KPIs
- Systems implementation
- Equity planning
- Workflow management
- Stakeholder/investor relations and communications
- Team development
- Shared services
- Outsourced function management
- Procurement, vendor, and contract management

Professional Experience

Fractional and Interim CFO: October 2019 – present

Roles include positions at:

- Series A, SaaS AI staffing product and services – current interim CFO role.
- ACV Auctions, online wholesale auction marketplace for used motor vehicles – assisted with marketplace operation strategy and execution. Started freight-broker operations. Established accounting function.
- Idea4Industry, SaaS Master Data Management (MDM) platform – fractional CFO role.
- LePrix, online retail and wholesale marketplace used for luxury consumer goods – fractional CFO role.
- Aucto, online auction B2B industrial asset marketplace – interim CFO role.
- RentCheck, a proptech company with a property management and inspection SaaS platform – advisor role.
- iGAM, marketplace for robotic equipment – interim CFO role.
- Hypori, SaaS BYOD security platform – interim CFO role.
- PE firm advisor on M&A

Roles included creation of financial models and operating budgets, establishment of GAAP reporting, work across departments on OKR objectives, improvement of unit economics, data analysis/KPI reporting.

CFO, Confidential, Inc.: September 2021 – October 2022

A Series C/D stage proptech company helping homeowners unlock equity in their homes.

Recruited as CFO to provide financial acumen and provide confidence in the investor reporting. Led strategic finance, capital markets, underwriting, accounting, treasury, tax, and FP&A functions.

Key Contributions:

- Completed Series C capital raise using relationships and network to attract investors.
- Established an opco/propco organizational structure.
- Completed the first independent financial statement audit.
- Participated in diligence and go/no-go decision on an acquisition target.
- Analyzed unit economics and impact of deal decisions on risk and cash flows.
- Rebuilt the financial forecast model, increasing automation and scenario modeling capability and reducing time to budget and forecast.
- Executed cost savings to extend cash runway by six months.
- Established a budget to actual review process, working closely with department heads to find operational and ROI improvements on a continual basis.
- Prepared investor letters and participated in board meetings.
- Key contact with venture debt bank and responsible for investor and bank compliance.

CFO, Confidential Financial Technology, Inc.: November 2018 – September 2019

A Series A/B stage fintech debit card banking and investing app for kids and teens.

Connected with Confidential in an incubation center and was hired with a focus on Series B raise. Led finance, accounting, treasury, compliance, HR, and tax and joined the founders to raise Series B capital. Left on good terms when the company later eliminated CFO position after the Series B raise.

Key Contributions:

- Completed Series \$54 million Series B capital raise using own relationships and network to attract investors.
- Structured venture debt financing and ran evaluation of alternatives.
- Detailed modeling with a focus on unit margin improvement led to renegotiated key vendor contracts, churn reduction, CAC improvement, and fraud risk management that achieved 30%, growing to future 50%, planned cost reductions.
- Evaluated freemium and subscription pricing model options, resulting in a decision to shelf a freemium model, preserving margins, and extending cash runway.

CFO, Confidential Global, Inc.: May 2018 – August 2018

A Russell 2000 public recovery audit services and SaaS software organization.

Brought in as CFO by the Chairman of the Board to assess and oversee SEC Reporting, investor relations, finance, accounting, tax, and treasury. Led public quarterly reporting and participated in the earnings call and board and shareholder meetings.

CFO, Confidential, Inc.: March 2015 – June 2017

Online marketplace for selling and buying used equipment and other durable assets.

Recruited directly by the CEO to prepare for an IPO. Led finance team of over thirty-five direct reports. Left when a dual track IPO and sale-side M&A resulted in \$758 million acquisition of the company by a public company.

Key Contributions:

- Developed infrastructure to scale the marketplace GMV from \$0.5 billion to \$1.3 billion over a two-year period, doubling revenues to over \$135 million over that period.
- Completed a \$20 million equity raise and \$55 million credit facility to support two M&A transactions.
- Executed the largest strategic partnership for the company, which positioned the company for its IPO/sale.
- Developed platform for efficient and accurate financial close, enabling an S-1 to be submitted for review with all SEC comments cleared.
- Hosted analyst “teach-ins” and mock earnings calls leading up to the planned IPO.
- Identified targets, performed financial modeling and ran deal structuring for a proposed acquisition of a new classic car asset class.
- Participated in sell-side deal negotiations; led quantifications of synergies and tax benefits to the acquiring entity, resulting in an increase of over \$150 million in the final purchase price.

Public Accounting

Served in increasing leadership roles, crossing multiple industries across audit, tax, and consulting service lines.

Partner, Grant Thornton: October 2007-February 2015

Partner in charge of Tax & Finance Optimization and Global Compliance service lines for the firm. Technical expertise in financial processes and systems, accounting, financial reporting, and global taxation. Left after eight and a half years when recruited by a former client to join IronPlanet as its CFO. Client concentration in SaaS, technology, financial services, subscription model services and broadcasting.

Partner, SC&H Group: 2005-2007

Initial partner to seed the McLean, Virginia office. Industry concentration in software, technology, and broadcasting. Left when recruited by Grant Thornton to start a national practice.

Managing Director, PricewaterhouseCoopers: October 2003-February 2005

Joined PwC with a group of partners at the time of Andersen’s demise. Led the tax compliance service line for the McLean, VA office. Performed finance function optimization reviews in energy, banking, healthcare, and technology companies. Left when recruited by SC&H to start the Metro DC office for that firm.

Partner, Andersen: 1987-2003

Worked in both the audit and tax service lines, performing both compliance and consulting roles for public and private clients. Specialized in M&A corporate transactions, tax accounting, and accounting methods in industries including software, banking, lending, hospitality, and broadcasting. Led BPO outsourcing of tax functions for both start-up and established, public organizations.

Education / Credentials / Training

Certified Public Accountant, qualified in Maryland.

University of Delaware, Newark, Delaware; B.S. Accounting, 1987.