# NAME, CPA

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# CHIEF FINANCIAL OFFICER 🞍 CORPORATE STRATEGY & FINANCE

Corporate finance executive offering 11+ years of experience leading, building, and advising service driven corporations in strategy creation, mergers and acquisitions, and capital market transactions. Strong operational finance expertise, creative problem solver, knowledgeable of accounting and SOX requirements. Dedicated leader with a proven record of improving financial performance, increasing productivity, and enhancing internal controls. ***MBA degree***. Expertise includes:

* Strategy Creation
* Corporate/Operational Finance
* Accounting
* Treasury Management
* Mergers & Acquisitions
* Strategic Planning
* Market Research
* Investor Relations
* Accounting Systems Development
* Forecasting/Budgeting
* Capital Markets Transactions
* P/L Management

# PROFESSIONAL EXPERIENCE

**RESORT COMPANY INTERNATIONAL,** Nashville, TN **2010 to Present**

*$600MM vacation rental property management and real estate services company with domestic and international sales throughout the U.S. and Canada.*

***Chief Financial Officer, 2017 to Present***

Promoted to turnaround newly acquired subsidiary. Defined and implemented strategy, created new financial processes, improved financial reporting and controls, and built a metric driven operations culture within a 15-state, 20-operating unit business. Directed all finance and accounting functions, led a 120-person workforce and held full P/L responsibility. First year initiatives projected to improve EBITDA by 160% over 2012 results.

***Strategic Initiatives and Financial Results:***

* Reviewed financial, operational and strategic initiatives of operating units and recommended operational improvements during all-inclusive site visits within first six months
* Based on market visits, designed and led inaugural strategic planning exercise including volume based budget model, five-year operating/capital plan, and local unit operating objectives and strategies
* Created and implemented strategy to divest of nine underperforming, non-strategic fit markets which will lead to $2 to $4 million in increased EBITDA
* Conducted research on key business components and implemented changes that will generate $10 million in incremental EBITDA
* Completed valuations, organized accounting due diligence and integration, and tracked realization of operating synergies for two strategic acquisitions (total purchase price of $29 million)
* Developed “first ever” forward looking indicator report giving company visibility to revenue streams up to five quarters into the future
* Lead finance and accounting efforts (process, testing, development, etc) in building in-house $15 million enterprise management system

***Accounting and Financial Policy and Procedures:***

* Lead SOX compliance efforts documenting and improving financial controls within business including system access, real estate transactions, and cash handling
* Implemented accounting policies including standardization of the chart of accounts and revenue recognition
* Relocated and rebuilt accounting shared service center upgrading talent and ultimately shortening the month-end close from 15 days to 6 days
* Constructed new financial reports and changed reporting to accurately reflect organizational/management structure of business
* Developed multiple financial processes including monthly operator financial review, MDA, variance analysis, signature authority, capital analysis, and forecasting process

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**RESORT COMPANY INTERNATIONAL** *Experience continued*

***Vice President, Strategic Planning, Investor Relations and Treasury, 2013-2017***

Acquired additional VP level responsibilities through consolidation of strategic planning, investor relations, and treasury teams as strategic planning processes gained acceptance within the company.

***Investor Relations:***

* Expanded sell-side coverage from one to eight analysts and presented strategy at industry conferences
* Increased institutional shareholder base from 49% to 82% by conducting 100+ one-on-ones
* Reengineered investor communication strategy by reconstructing Investor Relations Web site, preparing 2010 annual report, and preparing quarterly earnings releases and scripts

***Capital Market Transactions:***

* Completed private placement of $350 million in sr. notes and established $100 million revolving credit line
* Managed sale of seven million shares of common stock with market value of $226 million

***Vice President, Strategic Planning and Analysis, 2010-2013***

Recruited by newly appointed CEO (former Hooray’s CFO) in 2001 to be first management employee hired during the restructuring of Resort Company’s executive team. One of 15 employees recognized as key management with inclusion in executive stock plan. Created and refined company’s strategy through analysis of industry competitors and internal customers resulting in consolidated EBITDA growth from $5 to $125 million over a four year period.

***Strategic Planning:***

* Developed and implemented financial processes and policies including forecasting, long range planning, capital analysis, and signature authority
* Reorganized duplicative divisional and corporate structure reducing operating expenses by $8 million
* Presented strategies, analysis and potential acquisitions to Board of Directors

**HOORAY ENTERTAINMENT, INC.,** City, ST **2005 - 2010**

***Director, Strategic Planning, 2008 – 2010***

***Director, Market Planning, 2006 - 2008***

***Manager, Market Planning, 2005 - 2006***

Promoted three times within four year period. Provided marketing, operational, and financial leadership for multiple internal consulting projects. Company expert on projecting consumer demand based on statistical demographic analysis for development activities including green-field casino projects, property expansions, and hotel developments.

* Conducted due diligence for four major acquisitions
* Managed the annual long range planning and capital submission process
* Reorganized cash flow modeling techniques resulting in improved efficiency
* Built consensus with corporate and property leadership providing strategic insight through annual strategic market assessment process

**ERNST & YOUNG,** City, ST **2002 - 2005**

## *Staff Tax Accountant*

Processed tax returns and related documents. Worked on multiple loan staffing engagements including ITT Corporation and International Paper. Passed CPA exam on first attempt.

# EDUCATION

## MBA, Vanderbilt University Owen Graduate School of Management, Nashville, TN

Concentrations: Finance and Accounting

**BA,** Mathematics and Economics, **Great University**, City, ST