

JOHN SMITH

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CHIEF FINANCIAL OFFICER / CONTROLLER / BUSINESS MANAGER

Results-focused financial executive with a solid track record of success in restoring growth and profitable in under-performing businesses. Strategic planner and analytical problem solver with extensive experience in developing and implementing operational strategies and tactics to drive growth, cut costs, and maximize ROI. Instinctive leader with the proven ability to create, communicate and build consensus for mission-critical business objectives with stakeholders across all organizational levels. Catalyst for change, innovation, and process improvement with history of achieving measurable results. Credentials include a CPA and an MBA from a top-rated academic institution.

CORE LEADERSHIP QUALIFICATIONS

- Turnaround Leadership
- Process Reengineering
- Accounting Systems Design
- Return on Investment (ROI)
- Acquisition Negotiations
- Financial Planning & Analysis
- P&L / Budgeting / Cost Control
- Staff Training & Development
- Financial Administration & Reporting
- Internal Controls Evaluation
- Consolidated Financial Reporting
- Operational Audits

PROFESSIONAL EXPERIENCE

WOMEN'S MULTIMEDIA, CORPORATION, New York, NY 1998 to Present

A multimedia company for working mothers, with annual revenues of more than \$50 million, which owns two weekly newspapers, a radio station, and a leading blog "Balancing Careers and Family Life".

CHIEF FINANCIAL OFFICER

Charged with full responsibility for all financial, human resource, and payroll functions in addition overseeing the activities of the manufacturing, circulation, IT, and accounting departments. Developed the employee manual and personnel policies, selected the benefit plans, and structured the sales and executive compensation plans.

- Reduced overall operating expenses by nearly \$4 million over tenure by reengineering operating departments, streamlining workflow, consolidating staff, and instituting budgeting and cost-saving incentives.
- Saved more than \$2 million in the production of "Mom's Magazine" by renegotiating production and fulfillment contracts, changing publishing frequency (70% of revenue was saved), and initiating new printing vendor relationships.
- Instrumental in the identification, negotiation, due diligence and acquisition of Public Affairs Group in 2006 and managed the seamless integration of assets and personnel into company operations.
- Played a key role in the recent sale of the company to Bonnier Corp.

WISHES, INC., New York, NY

1996 to 1998

One of the largest national school and charity fundraiser gift fulfillment companies in the country with annual sales of \$35 million.

CONTROLLER AND CHIEF FINANCIAL OFFICER

Directed all company financial and accounting operations, which included monitoring cash flow position, preparing financial statements, completing and filing multi-state and federal tax returns, and managing banking relationships. Supervised a staff of 5 direct reports.

- Slashed operating expenses by more than \$3 million by designing and implementing new core processes and systems, including:
 - Automated all financial systems, which eliminated the need to outsourcing these services.
 - Established a collections department, which increased collections by 10% and improved cash flow.
 - Developed new budgeting systems where business had previously been managed on a cash basis.
- Developed product line strategies that complimented company growth objectives and maximized profitability.
- Served as point person in facilitating the sale of the company to venture capital group, Blackbridge Capital.

PERFORMING ARTS, INC., New York, NY

1993 to 1996

Leading national publisher of magazines for the performing arts with annual sales of more than \$12 million.

CONTROLLER

Provided leadership and direction for a staff of 5 financial accounting professionals, with full responsibility for all accounting functions, reporting, budgets, and tax return preparation and accounts receivable / collections.

- Increased cash collections by \$700,000 by creating and implementing new procedures for the collections department, including scripting, payment commitments, collection letter procedures, and proactive follow-up with delinquent accounts.
- In addition, saved approximately \$100,000 and improved employee benefit options by spearheading a conversion to employee leasing.
- Developed the company offer memorandum ("black book") that was instrumental in the successful sale of the company to Stage Media.

PFIZER, New York, NY

1990 to 1993

A leading manufacturer and distributor of pharmaceuticals and other healthcare related products.

SENIOR FINANCIAL ANALYST (1983-1989)

FINANCIAL INTERNAL AUDITOR (1980-1983)

Promoted to senior analyst role after initial 27-month position in charge of auditing international and treasury operations in Europe and Japan. Key role in scrutinizing county business practices and ethics to ensure compliance with the "Foreign Corrupt Practices Act".

PRICE WATERHOUSE, New York, NY

1988 to 1993

A "Big 4" accounting firm.

SENIOR AUDITOR

Performed audits of "Fortune Companies" across numerous industries, including banking, investments, pharmaceuticals, manufacturing, and communications.

EDUCATIONAL BACKGROUND

Master of Business Administration – DEVRY UNIVERSITY

Bachelor of Science, Economics – NEW YORK UNIVERSITY

Professional Designations & Affiliations:

CERTIFIED PUBLIC ACCOUNTANT

American Institute of Certified Public Accountants

New York Society of Certified Public Accountants