

Chief Financial Officer

PROFILE

Accomplished financial management executive with 20+ years of leadership experience in leading financial strategy, capital optimization, and operational transformation across startups, PE-backed firms, and public companies. Proven track record in driving successful exits, managing M&A transactions, and securing multimillion-dollar deals. Known for an entrepreneurial mindset, creative financial structuring, and deep commitment to ethical leadership and business sustainability. Visionary leader with expertise in training and directing cross-functional teams to achieve set goals.

CORE COMPETENCIES & SKILLS

Board Reporting & Executive Advisory	Corporate Governance & Leadership	Risk Management
Budgeting & forecasting	Cross-Border Transactions	Sarbanes Oxley (SOX)
Capital Raising & Investor Relations	CRM, ERP, Accounting Software	Strategic Forecasting & Budgeting
Cash Flow Optimization	Financial Controls & Procedures	Stakeholder Engagement
Client Relationship Management	Financial Planning & Analysis	Transparent Decision-Making
Compliance & Audit Leadership	Process & Operational Improvement	Turnaround Management

PROFESSIONAL EXPERIENCE

Business CFO for Hire, Atlanta, GA Founder & Fractional CFO 2010 – Present

Fractional CFO firm supporting privately held businesses with high-impact financial leadership.

- Established and scaled a successful fractional CFO practice, advising 150+ clients across industries, including manufacturing, tech, distribution, and services through complex growth, restructuring, and exit phases.
- Developed and implemented data-backed financial models with synchronized budgets, KPI dashboards, and deviation tracking with a focus on enhancing decision-making and profitability.
- Directed successful negotiation and secured multimillion-dollar insurance settlements of up to \$7M+ following catastrophic losses, safeguarding client solvency and enabling continued operations.
- Guided a niche manufacturing client from \$10M to \$70M in revenue and 10 to 50 employees, including implementation of business interruption insurance, cost optimization, and capital strategy.
- Achieved \$1M+ in savings over 10 years without compromising compliance or performance through the successful transformation of a costly legacy ERP (MS Dynamics) to QuickBooks Enterprise.
- Advised clients on capital raising strategies, including investor pitch decks/business plans, securing funding of \$20M.
- Initiated strategic licensing deal with a UK-based firm, positioning a startup for long-term ROI and international expansion.
- Headed the successful launch of a back-office function for a multinational firm in a foreign-language environment, with timely reporting, consolidation, and FX implications.
- Secured second-tier banking finance of up to \$7M for small businesses previously deemed unbankable, enabling expansion and financial stability.
- Increased sales by 25% and gross profit by 20% by implementing Just-In-Time (JIT) strategies and introducing new revenue streams in a vertically integrated custom manufacturing sector.
- Designed and deployed dynamic investment scenario templates, incorporating complex functionality to adapt to shifting market conditions and support strategic decision-making.
- Facilitated enterprise-wide dashboard and KPI initiative with a focus on enhancing financial transparency and enabling comprehensive Financial Planning & Analysis (FP&A) through real-time performance monitoring.

Stan Alhadeff

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- Executed hands-on improvements in supply chain and logistics operations to streamline processes.

At the Table dba Trustegritty (Franchise) Franchise Owner/Regional Director 2021 – 2023

International franchise dedicated to facilitating peer advisory/networking forums for C-suite executives/business owners.

- Launched the inaugural US franchise, creating a high-impact networking platform for senior executives/entrepreneurs.
- Scaled operations to five franchise locations and built a membership base of 180+ paying members within three years.
- Cultivated a peer-to-peer business community via curated events, strategic partnerships, and member engagement.
- Drove regional brand awareness/growth with direct outreach, thought leadership, and consistent relationship-building.
- Exited business after meeting key growth milestones, with a profitable outcome despite shifting ROI expectations.

Global Promotions, Atlanta, GA Founder & Functional CFO/COO 2005 – 2011

A custom promotional products business specializing in high-margin, international B2B deals.

- Built and directed a highly profitable enterprise with a focus on attaining the highest volume of writing instrument sales in the Southeast for three consecutive years through strategic vendor partnerships and direct B2B client growth.
- Elevated profitability by 15%-20% through vertical integration, costing models, and supply chain control.
- Drove fiscal operations, such as P&L, global vendor negotiations, tax compliance, and FX strategy for orders.
- Spearheaded and trained a team of 4–5 direct reports to drive excellence in costing, customs clearance, and operations.
- Expanded the business to become the Southeast's largest distributor of customized pens, fulfilling individual orders exceeding \$200K with an industry benchmark of \$200.
- Earned international recognition from Sanford (Parker/Waterman) for regional sales excellence.
- Navigated the challenges posed by industry regulatory changes and executed the strategic decision to cease operations, ensuring compliance and minimizing potential risks while prioritizing the interests of stakeholders.

PRIOR EXPERIENCE

Conferon – Regional CFO /**Jackson Marketing Group (acquired by Conferon Inc.)** – CFO, Event Management and Logistics

Rubber Stamp & Engraving – CFO Vertically Integrated Manufacturing Enterprise in the Printing and Allied Product Industry

Metro Cash & Carry International – CFO wholesale distribution chain

Grant Thornton – Audit and Taxation – CPA Practice

BOARD OF DIRECTORS

Jackson Marketing Group – Services / Logistics

Karma Productions – Gaming

Metro Cash & Carry – Wholesale / Retail

JIFLA – Non Profit

Kudzu Software – SaaS

Rubber Stamp & Engraving – Manufacturing / Logistics.

EDUCATION

Henley Business School, UK

Master of Business Administration (MBA), Corporate Strategy, Finance, & Project Management

University of South Africa

Honors Bachelor of Accounting Science (Hon.B.Compt), Accounting, Auditing, & Taxation (MAcc equivalent)

Bachelor of Accounting Science (B.Compt), Accounting, Auditing, & Taxation
