

# ROBERT GEANDY, MBA

45 East 74<sup>th</sup> Street. Apt 6C • New York, NY 10021 • 555.444.3333 • robertgeandy@gmail.com

## CHIEF FINANCIAL OFFICER

**EXTREMELY HANDS-ON FINANCE EXECUTIVE WITH SOUND UNDERSTANDING OF ALL ASPECTS OF BUSINESS OPERATIONS AND ABILITY TO COMMUNICATE FINANCIAL IMPACT ON ALL INTERNAL BUSINESS SEGMENTS**

Offer 15+ years of experience providing financial oversight to companies spanning accounting, financial reporting, and corporate finance. Possess strong passion for process management and improvement; highly skilled in identifying opportunities for process automation, leading to significant gains in efficiency and accuracy of financial data. Stellar analytical skills with ability to leverage technology for the advancement of business. Strategic partner to Executive Leadership, proving to be a resource in critical business decisions. Noted for exceptional attention to detail and ability to prioritize and meet aggressive deadlines.

- Reputation for establishing sound financial strategies that positively affect the company's bottom line; ability to identify cost savings opportunities without negatively impacting work flow processes.
- High-level experience in all areas of accounting operations, tax planning, audit management, and financial planning. Strong knowledge of GAAP.

### CORE COMPETENCIES

- **Budget Management**
- **Accounting Policies**
- **Financial Management**
- **Financial Analysis**
- **Revenue & Cost Drivers**
- **Process Reengineering**
- **Financial Strategy**
- **Managerial Accounting**
- **Process Improvement**

## PROFESSIONAL EXPERIENCE

THE REACH, LLC | NEW YORK, NEW YORK

2003 TO 2012

### CFO, VP OF FINANCE

Performed financial reporting, accounting, budgeting, and forecasting for \$15M organization specializing in financial industry-specific news and databases. Worked collaboratively with CEO and Executive Management Team to develop strategic direction of company. Managed expense budgets between \$16M and \$19M in conjunction with Department Heads; oversaw cash management and working capital.

- Charged with repairing finance department, severely neglected by Management and previous CFO; assessed existing financial processes, methods, and staff to identify process improvement areas.
- Slashed bank fees by over 50% (\$40K) annually by consolidating bank accounts and services.
- Reduced corporate insurance premiums by 15% (\$15K), leveraging negotiation strengths.
- Generated \$100K in annual savings by revising Travel and Entertainment policies.
- Eliminated redundant and unnecessary research providers in collaboration with Editorial Department, yielding \$60K in cost savings.
- Actively participated in strategic business decisions surrounding compensation, facilities, production, and circulation, realizing over \$1.9M in cost reductions and significantly impacting bottom line results.
- Automated manual tasks and streamlined procedures, boosting accuracy of financial data and timeliness of financial reporting.
- Completely revamped forecasting model, enabling automated updating of actual performance and ability to track variances; reduced reforecasting process from a month to a few days.
- Contributed to selection of new CRM system and implementation of related accounting system driving advancement of critical business processes.
- Created vLookup tables to automate financial reporting; reduced several days of manual compilation to a few hours.

SPAGNOLA CONSULTING | NEW YORK, NEW YORK

2000 TO 2003

### **FINANCIAL CONSULTANT**

Provided multi-faceted financial expertise spanning accounting, budgeting, and assessment of existing financial systems to wide range of clients. Worked in several areas of finance with direct contact with clients ensuring timely completion of financial projects and engagements.

#### **Client Engagement – CMP Media**

- Assumed role of Accounting Manager based on accounting experience within publishing industry; reduced monthly closing cycle time by 60%.

#### **Client Engagement – AOL/Time Warner**

- Coordinated preparation of \$300M+ annual budget, prepared monthly/quarterly cash flow statements, and managed monthly close of corporate overhead group.

#### **Client Engagement – Sara Lee Coffee & Tea**

- Led team in identification of valid customer deductions (\$30M) in effort to enable company to clear and remove open balances from accounts receivable; successfully reduced deductions by \$27M.

#### **Client Engagement – MTV Networks**

- Charged with assessing existing financial systems and procedures to determine internal control issues and potential risk to company; contributed to timely completion of pre-implementation plan prior to organization's implementation of new financial system.

---

KEY MULTIMEDIA ENTERPRISES, INC. | NEW YORK, NEW YORK

1996 TO 1999

### **EXECUTIVE VP, FINANCE AND OPERATIONS**

Managed team of 8 employees along with all aspects of accounting, finance, and operations. Conducted financial reporting, forecasting, and tax accounting. Maintained productive relationships with financial institutions.

- Coordinated transition of magazine from prior ownership group; collaborated with outside counsel to segregate from failing catalog company and seek outside investor financing.
- Negotiated printing and fulfillment contracts, decreasing costs by 3%.
- Implemented monthly financial presentation for ownership, detailing key financial data including variance analysis, trend analysis, and competitive statistics.

---

O'REILLY COMMUNICATIONS | NEW YORK, NEW YORK

1994 TO 1996

### **CORPORATE CONTROLLER**

Oversaw accounting, financial reporting, cash forecasting and management; directed budget management, collections, and accounts payable for \$50M organization.

- Reengineered departmental procedures, reducing monthly closing cycle by 3 to 4 days per month.

---

## **EDUCATION**

---

HOFSTRA UNIVERSITY, UNIONDALE, NEW YORK  
***Master of Business Administration in Finance***

NEW YORK INSTITUTE OF TECHNOLOGY  
***Bachelor of Science in Accounting***

---

## **TECHNOLOGY SNAPSHOT**

---

MS Office Suite (Advanced Excel, PowerPoint, Word), Accpac, Sage CRM, Visual Account Mate, Mas 90,  
JD Edwards, QuickBooks, Oracle, Windows, Mac, Linux