

FINANCIAL PERFORMANCE OPTIMIZATION EXECUTIVE | CFO

Optimizing Financial Performance Across Complex Organizations

Result-oriented **Senior Financial Executive** integrating extensive business acumen with a flair for developing and translating corporate strategy into valuable action plans that align operations, customers, vendors, and investors with dynamic market conditions. Expertise in identifying, creating, and implementing required metrics to properly guide decision making, measure performance, conduct root cause analysis, and map a path to sustainable profitability. Adept at leading teams, assigning accountability, and cultivating consensus. Thrive in collaborating with and guiding talent to proficiently determine best allocation of people, resources, and capital at a suitable cost and reasonable risk tolerance.

- CORE COMPETENCIES -

- Multi-Functional Leadership
- Profit & Loss Accountability
- Sales Culture Development
- Market Analytics / Trending
- Cost Management
- Relationship Building
- Customer Sustainability
- Channel Partnership Optimization
- Transformative Projects

- PROFESSIONAL EXPERIENCE -

S. Albert Gaston Consulting | Hamilton, GA **2004-2005 | 2020-Present**
Sole practitioner business serving small businesses yielding a maximum of \$5 million annually.

Principal / Owner

Firsthand facilitation and implementation of QuickBooks and other accounting software and applications to manage financial reporting and analysis pooled with tax preparation. Advise in creation of business proposals, operational management, training & development programs. Leverage expertise to complete grant applications during COVID-19.

- **Tens of thousands of dollars in Payroll Protection Program loans approved** combined with 100% forgiveness by demonstrating economic hardship, thoughtfully preparing applications, and compiling documents.
- **Drastically cut processing time** associated with sales cycles combined with boosting cash flow by implementing accounting management information systems to enable real time operations.
- **Established, implemented effective method** to assure accurate, timely filing for federal and state tax returns.
- **Structured and activated generational transfer of ownership** alongside meeting retirement goals of founding partners by capitalizing business operations for continued growth.
- **Negotiated \$930,000 financing with lenient covenants** in support of new expansive facility construction resulting in 13% compounded year-over-year rewards.

Omni Cleaning and Restoration dba Steamatic of Columbus | Columbus, GA **2008 -2020**
A franchise business producing \$700,000 in annual revenues and employing eight people.

President and Owner

Teamed with general manager in strategic marketing and financial planning to reach 900% revenue growth. Governed equipment purchasing, and training. Orchestrated all aspects of service delivery to property owners and residents.

- **900% revenue gain generated within five years** by onboarding qualified talent and executing a targeted advertising and marketing plan.
- **100% year-over-year boost in earnings**, expanded revenue streams, and leveraged absorption of fixed costs by maximizing workforce capacity blended with utilizing existing equipment.

Columbus Flooring and More, Inc. dba Flooring & More Carpet One | Columbus, GA **2008-2019**
The largest regional flooring company specializing in residential and commercial services generating \$7 million annually.

President / Owner

Developed and implemented strategic plans to drive business results. Mentored, trained, and supported retail and commercial sales representatives to meet and exceed business objectives. Controlled contract management, fulfillment, financial operations, accounting, and bank relationships.

Professional experience continued...

- **Awarded \$9 million in contracts** by revising methodologies and accountability practices to mitigate risk associated with subcontractors and preserve profit margins.
- **Added 6%+ profit growth** during first year operations by locating and developing a correlative product channel.
- **Eleven percent gross margin expansion reached** within four years by inaugurating an actionable workflow management system supported by new technologies and operating processes.

Artisan Properties | Columbus, GA**2005-2008***A member of the land subdivision industry with 25 employees and \$5.4 million in annual revenues.***Chief Operations Officer / Partner***Spearheaded leasing, property management, and new construction. Oversaw 18 locations and management staff. Collaborated with seven partners in administering \$100 million property portfolio.*

- **\$103 million portfolio** value netted by acquiring properties, satisfying lease-up goals to support non-recourse debt.
- **90%+ occupancy level reached** within 18 months proving instrumental to concluding propitious transfer of select properties to consolidators.

Meyer's Bakeries, Inc. | Hope, AR**2002-2004***Specialty bread company with annual revenues of \$90 million and 600 employees.***Executive Vice President, Chief Operating Officer***Steered business operations and planned product costing. Led executive recruitment for finance, accounting, and HR.*

- **7% gross margin improvement** delivered within one year by deploying a value pricing approach based on fully loaded product costing, instructing sales team on pricing model, and subsequently boosting blended product margins.
- **15% drop in transportation expense secured** within 6 months by earning support from union drivers to launch a logistics management partnership with Ryder Systems.

Tom's Foods, Inc. | Columbus, GA**1995-2002***Producer of salted snacks generating \$250 million in sales revenues and employing 1,600 people.***Senior Vice President / Chief Financial Officer***Administered strategic turnaround plan, restructured multiple business departments, and managing first ever company owned route distribution operations team. Direct and indirect reports comprised of 500 employees.*

- **\$32 million escalation in route sales obtained** by outlining an acquisition / exit strategy targeting failed franchise territories and incorporating 300+ distribution routes into company owned distribution network.
- **33% administrative cost reduction** (over 4% of net sales) by creating a centralized customer service center which led to increased sales and decreased costs and receivables
- **Raised \$60 million through a SEC registered bond offering** allowing the retirement of restrictive debt and increasing annual cash flow to invest in growth opportunities

Apache Products Company | Meridian, MS**1989-1995***Building products manufacturer with 9 plants, 270 employees and \$135 million in annual revenues.***Chief Financial Officer / Vice President / Secretary & Treasurer***Grew footprint coast to coast with acquisition of 3 companies adding 3,000 accounts, and extreme revenue growth. Directly supervised 24 employees plus 9 indirect reports.*

- **\$39 million generated for sale of a tangible capital asset** dependent on receipts from only two accounts.
- **Spearheaded acquisition of three companies** which diversified geographic markets and product offerings yielding 115% return and mushrooming customer concentration from two accounts to 3,000+ within five years.

– EDUCATION & CERTIFICATIONS –**MBA** | Southern Methodist University **BBA** | Millsaps College**Chartered Global Management Accountant** – American Institute of Certified Public Accountants**Certified Public Accountant** – Texas State Board of Public Accountancy