

Ann C. Diddlebock

303 886-8978 Email: ann@cfowisdom.com

Website: www.cfowisdom.com

<https://www.linkedin.com/pub/ann-diddlebock/0/622/b06>

CFO - SENIOR FINANCIAL EXECUTIVE

Full Time/Fractional CFO looking to partner with strategic corporate teams to build financial growth infrastructures. Develop staff and drive target metrics through reporting, focus and corporate education. High growth, SMB focus. High EQ.

Strengthen Financial Platforms:

- Recruiting, Training and Developing Staff
- Accuracy and Transparency in Financial Reporting and Processes
- Aligning Benefits and Compensation Packages to Company Goals
- Vendor and Debt Negotiations/Management
- Cash Flow Strategies
- Professionalize Family Businesses
- Create Environments for Change

Success in my Career:

- Corporate Turnaround
- High Growth Corporate Build
- Profit Margin Strategy and Management
- Debt Restructure
- Position for Acquisition
- Merger/Acquisition/Disposition Due Diligence

PROFESSIONAL EXPERIENCE

CFO Wisdom

Founder

5/2019 – Present

Fractional/Full Time Financial Services

Services include: CFO/Controller functions and HR/IT management.

Oversight of corporate finance and teams, financial statement forensics and preparation, corporate turnaround, SALT and income tax compliance, contract review/compliance, business negotiations, recruiting, training teams, budget preparation and reporting, acquisition/disposition analysis, real estate strategies/negotiations, proforma projections, shareholder and valuation guidance.

Experience with startups, middle market companies and Fortune 100 companies.

Industries include: Retail - home furnishings and office furnishings, commercial construction, commercial real estate development, electronic payment processing, cable media, service installation, warranties, commercial design.

Workplace ELEMENTS, LLC

Chief Financial Officer

12/2015 – 4/2019

Progressive furniture and architectural products company operating nationally. Revenue growth of \$65M to projected \$92M. Responsible for Accounting, Finance, HR, IT and Sales Coordination departments - supervised 24 employees with a total employee base of over 145.

- **Financial Transparency for Stakeholders**
 - * Implemented transparent, understandable reporting for Profit/Cost Centers in 27 monthly P&Ls
 - * Hired a programmer to build GPM exception reports to reduce margin erosion - margin increased 4% in one year
 - * Tight collection controls reduced credit line pressures during high growth periods
 - * Clarified/simplified equity distribution structures – relieved excessive shareholder confusion
- **Corporate Compliance**
 - * Order entry controls accelerated revenue recognition – existing credit line serviced a backlog change from \$18M to \$36M

* Corporate contract compliance management system established for GSA, construction and sales contracts

* Loan covenant oversight – special attention to distribution impact

□ **Corporate Build**

* Negotiated an additional \$3M credit line in response to growing backlog pressure of \$42M

* Negotiated a facility expansion loan

* Advised owners on divestments and acquisitions – used CAPM methodology

* AV/IT infrastructure redesign with concentration in cyber security and IT infrastructure reporting

* Outlined teams and responsibilities for the POS software system conversion

* Introduced new HR policies and controls – hired 18 new employees

Appliance Factory Outlet

Chief Financial Officer

2/2005 – 12/2015

Colorado based operation with 15 retail outlets, 450 employees and \$86M in revenue. Retained as an independent consultant and promoted to CFO. Supervised staff of 17.

□ **Corporate Turnaround**

* Reversed a negative equity position, tripled revenue and increased profitability 600% in 2 years

* Created and negotiated debt restructure plan with lenders

• Reduced bad debt from \$387K to \$12K on a 4x AR base

• Established credibility in operations post debt write-offs

* Positioned financials for external audit – all accounts scrubbed to insure data integrity

□ **Financial Transparency for Stakeholders**

* Managed production of 60+ monthly P&Ls monitoring margin, sales mix targets, profitability and budget/forecasting

* Accounting/Finance Internal System upgrades and restructure

• Inventory controls reduced shrink 75 bps

• Financial reporting restructure and review lead to a 10% increase in Net Profit Margin

• Hired a programmer to automate payroll processing in a complex commission/piecework pay environment – prompted by a head count increase of 200

• Retail sales tax compliance redesign reduced sales tax assessments by 75%

* Implemented two changes in accounting method to align with industry standards

□ **Corporate Build**

* Management of treasury, insurance, deferred comp and equity compensation

* Six real estate purchases/financing including a 338,000 s.f. warehouse facility

* Lease negotiations and management

* Lowest departmental corporate turnover rate in the company with emphasis on employee cross-training and professional development

* Highest departmental internal customer service rating

* Trustee of Owner's Intentionally Deficient Guarantor Trust (IGIT)

ADDITIONAL EXPERIENCE

□ **Cash Resources - Consultant**

ATM sales, deployment and electronic payment processing startup – 7 year build and sold to Efund.

□ **United Artist Entertainment - Reconciliation Manager**

Post-merger (Daniels/United Cable/United Artists) cash ledger Manager, sales tax compliance development

□ **RACO Development Corp. - Controller**

National real estate developer, office warehouse spec/build to suit, brokerage service

□ **Saunders Construction, Inc. - Credit Manager/Payroll Administrator**

General contractor for major building projects in Colorado

□ **Financial Executives International – Colorado Chapter Member**

□ **Finance Committee Member - YMCA of Metropolitan Denver**

EDUCATION

□ **B.S. Accounting, University of Colorado**