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CFO - SENIOR FINANCIAL EXECUTIVE

High EQ CFO looking to partner with a strategic corporate teams to build financial growth infrastructures, develop staff and drive target metrics through reporting, focus and corporate education. High growth, SMB focus.

Build Strong Financial Platforms:

- Recruiting, Training and Developing Staff in Finance, IT Operations and HR
- Accuracy and Transparency in Financial Reporting and Processes
- Aligning Benefits and Compensation Packages to Company Goals
- Vendor Negotiations/Management
- Cash Flow Strategies
- Professionalizing Family Businesses
- Creating Environments for Change

Success in my Career:

- Corporate Turnaround
- High Growth Corporate Build
- Priority Management
- Debt Restructure
- Positioning for Acquisition
- Merger/Acquisition Due Diligence

PROFESSIONAL EXPERIENCE

CFO Wisdom

Founder

5/2019 – Present

Fractional Financial Executive

Services include: Advisor to stakeholders, build financial platforms, corporate turnarounds, corporate compliance, financial transparency, contract negotiations, build and train teams, professionalize family businesses.

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, 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 a high growth period
 - * Clarified/simplified equity distribution structures – relieved excessive shareholder confusion
- **Corporate Compliance**
 - * Order entry controls accelerated revenue recognition – existing credit line serviced a backlog of 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 methods 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

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- **Cash Resources - Consultant**
ATM sales, deployment and electronic payment processing startup – 7 year build and sold to Efunds.
 - **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

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