

Sotto CFO

SERVICES OFFERED

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WHAT I DO

Temporary, strategic, finance operations help set-up processes and grow

I have experience in setting up finance function and implement effective business partnering for retail, consumer package goods and alcohol beverage multinational companies. All of which have high regulatory requirements.

I have extensive experience with revenue and costing management, financial reporting and forecasting, cash flows, balance sheet management, systems implementation, PNL's and M&As.



What problem do you need solved right now?



**SET-UP
CASHFLOW &
PNL**



**ANALYSIS
FOR M&A**



**STRATEGY WITH
DEEP DIVE
FINANCE**

**THINGS I WISH I
KNEW BEFORE I
STARTED MY
BUSINESS**

- You are spending too much time working in your business and not on your business.
- You are feeling constantly overwhelmed and struggling daily in your company.
- Need of a solid operational cashflow model to help make day-to-day decisions
- Have a standard accepted P&L and Balance Sheet statements for VCs and banks
- You know you need to strengthen and solidify your leadership team.
- Your company needs to grow significantly in scale operations.

WHY ME?

EXPERIENCE IN ALL SORTS OF BRANDS, RETAILERS AND SIZES OF BUSINESS.

BED BATH & BEYOND®



AVERA®

DIAGEO



EDRINGTON



Business acumen and strategist
Finance steward and operator
Finance to Non-finance communicator
Right hand of CEO and COO

HIRE EXPERIENCE THAT YOUR TEAM DOESN'T HAVE,

You get instant resource for financial forecasting, cashflow management, P&L and Balance Sheet reporting and analyses. From day to day operations to system implementation and controls to strategy development to funding scenarios and M&A work.

**SHORT OR LONG TERM HELP.
AFFORDABLE EXPERTISE**

I focus on building your company in the short term so you can truly afford a full-time CFO in the future, and we'll even help you find and hire our replacement. We are not looking for Full-Time nor being a cash crunch for you.

PROJECT BASED WORK

I prefer project based work that allows me to make an impact, and then you can continue on to succeed. I don't have to be around all the time. Do the work, share the learnings and experience and I am out. Call me back when you need me again.

AFFORDABLE

Small and medium sized businesses need to be nimble. Cash flow is something that is incredibly important to this size of customer, so I don't want to be a cash burden ever. Affordable rates, transparent rates.

FINANCIAL SERVICES

Designed to be really reasonable, and with small/medium businesses in mind.

My services encompass bookkeeping, financial planning, tax preparation, the creation of tax documents, and profit-and-loss reports. We specialize in strategic planning, advisory services related to financial compliance.

I have consulting solutions to assist you with budgeting challenges tied to financial risk management and provide expert guidance on intricate financial matters.



**SET-UP
CASHFLOW &
PNL**



**P&L AND
FINANCIAL
ANALYSIS**



**STRATEGY WITH
DEEP DIVE
FINANCE**



**BESPOKE
SOLUTIONS,
REASONABLE
COSTS**



- We know that not everyone understands Financial management - we're here to teach and guide at every step of the way, regardless of what you choose
- We're a small group, focused on helping small/medium business grow. No "agency fees" and no minimums. We'll recommend what we think is best for you, no more, no less



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