

# Kim Finch Cook & Company

EXECUTIVE RECRUITERS AND CONSULTANTS

Title: Chief Financial Officer (CFO)  
Reports to: Chief Executive Officer (CEO)  
Location: Bonney Lake, WA

Successful, well established 40-year-old company, fast-paced, growing, with strong growth in the Health, Fitness and Sporting Goods Industry. Multi-channel approach to sales through direct response, brick-and-mortar stores like Costco, and online retailers and marketplaces. We are seeking a candidate who can leverage data and analytics from media and marketing investments, sales channels, and product lines to drive business value and help inform business practices and growth opportunities. Additionally, the candidate would be able to assist with investment analysis and strategy for the company partners' commercial development businesses. The CFO would be supported by a management team and controller who are long-term staff and committed to supporting the position.

## POSITION SUMMARY:

The CFO reports to the CEO and is responsible for managing the accounting and finance operations of this diverse organization. The ideal CFO will come from a background of working in product-based businesses with national distribution, preferably with multi-layered sales channels, and enjoys maximizing profitability and efficiencies. The CFO must feel comfortable with hands on analysis both within our systems and through those of our partners, as well as in Excel. The CFO will need to be an effective leader of dedicated employees, a contributing member of an energetic and passionate senior leadership team, and trusted advisor to the CEO and executive team.

When commercial development projects are under consideration or underway, CFO will assist with analysis of project profitability and management of bank requirements. Approximately 0-2 projects annually.

- Reports to and partners with the CEO and interacts closely with the COO and Marketing executives.
- Is responsible for the Accounting, Finance and HR functions of the organization, oversees systems and process upgrades.
- Responsibilities include: Compiling and communicating the organization's past, current, and future financial information to stakeholders; Cash flow management; Building KPI's and methods of tracking, Tracking important KPIs and analyzing trends; Forecasting return on investment (ROI) for current and future programs and products; Developing and monitoring budgets and cash flow; Ensuring all financial operations comply with federal and multi state laws; Coordinating audit activities

## ESSENTIAL DUTIES AND TASKS:

### **Fiscal Functions:**

- Analyzes efficiency of marketing and media programs, strategizes for improved performance
- Oversees the fiscal functions of the organization in accordance with GAAP
- Reports financial results and information to executive team

- Oversees the accounting and treasury functions including: cash management, tax, payables, receivables, payroll, fixed assets, cost accounting and general ledger
- Monitors cash balances, insure compliance with bank and other covenants, insure adequate cash flow to meet the organization's needs
- Oversees the development of the annual operating and capital budgets
- Oversees FX strategy (foreign currency exchange) for product purchases out of China
- Insures the organization's financial compliance with federal, state, and local guidelines
- Coordinates tax strategy
- Manages banking relationships
- Executes key investing and financing activities, including investment of cash in excess of operational needs, equipment leasing, and debt financing
- Develops and documents key internal controls over accounting

#### **Strategy Development, Implementation and Execution:**

- In support of the CEO and working with senior leaders, develops a strategic direction for the organization
- As a member of the Senior Leadership Team, assists in the development of business and operations plans that support organizational strategy
- Provides support to endeavors, initiatives, and projects through financial analysis, business acumen, and experience
- Provides financial forecasting, modeling and analysis

#### **Risk Management and Contract Administration:**

- Reviews and understands the current and potential risks of the business.
- Oversees and promotes risk mitigation tactics, including internal controls, insurance coverage, and alternate entities or structures.
- Monitors legal risks and oversees non-HR litigation management
- Oversees corporate contract administration, approval, and reporting

#### **Benefits Administration**

- Supports the administration of the organization's retirement and health benefits insurance plans

#### **Mission and Overall Success of the Organization:**

- Supports and advises the CEO

- Partners with the COO
- Provides transformational leadership
- Molds the culture of the organization
- Provides demonstrated support of the organization's mission

**DESIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- Hands-on type who is comfortable with analysis, systems, software, and isn't afraid to roll up their sleeves
- Leads by example manager
- A proactive strategic thinker who owns responsibility for the organization's Finance, Accounting
- Has a strong ability to translate complex financial concepts to individuals at all levels, including finance and non-finance leadership
- Excellent customer service skills for interacting with both internal and external customers
- Strong interpersonal and communications skills to effectively communicating key data
- Proficient in Microsoft Office including Word, Excel, PowerPoint and Outlook
- Background with NetSuite or Oracle based ERP

**QUALIFICATIONS:**

- Bachelor of Science degree in Accounting or Finance
- Must have a background with product-based industries with import and inventory management
- Real estate development knowledge desired, but not required
- Background in contract negotiation
- Certified Public Accountant (CPA)
- Having an MBA is strongly desired, but not required
- 5-10 years of experience in a CFO-level position, reporting directly to a CEO
- Within 40 minutes commute distance

Competitive industry compensation, salary, and strong benefits package. Onsite tennis court and gym with personal trainer. Finalist in South Sounds Business Magazine's 2019 IDEA Awards (Innovation, Distinction, Excellence and Achievement) in the category of Best Office Space.

**For additional information please contact [Kim@kfcook.com](mailto:Kim@kfcook.com)**

**Kim Finch Cook Executive Recruiter, Inc**