

# JOANNA FRENCH

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## CHIEF FINANCIAL OFFICER | DRIVING GROWTH, TURNAROUND & REORGANIZATION

Results-proven CFO with a complementary operational background. Uncommon blend of experience that includes credentials in financial (CPA and MTA degree), legal (JD degree and licensed attorney), operational, and project management disciplines providing unique perspective applied for the benefit of both entrepreneurial and publicly traded companies.

### KEY STRENGTHS & ACCOMPLISHMENTS:

Expert in systematically 'peeling back the onion' to solve multilayered business problems and to identify and execute on opportunities for continuous improvement, building a strong foundation for growth and returning underperforming businesses to peak levels of efficiency and profitability.

- ▶ **Reversed business declines into highs not seen for more than 10 years, saving a failing business from liquidation and returning from several million dollars of losses to profitability. Continuously delivered month after month increases in earnings and other key metrics throughout the entire economic recession.**

Intrinsic business savvy and innovative thinker accomplished at recognizing market opportunities then creating and executing strategies to capitalize on those and drive growth.

- ▶ **Worked on leadership teams that built 2 organizations from startup, selling tax consulting to large private and public companies. Generated up to \$4.5 million sales annually, ranking as #1 producer firm-wide for select products.**

Confident, approachable leader with demonstrated ability to manage change and take charge of the most challenging situations, building motivation and aligning efforts to achieve common goals.

- ▶ **Closed unprofitable locations and reduced headcount 50+%; brought in new talent and reorganized existing staff, implementing sweeping process and culture changes that produced double-digit performance improvements and raised company ROA to benchmark levels.**

### EXECUTIVE COMPETENCIES:

- Corporate Financial Management
- Strategic Planning & Analysis
- P&L Management
- Compliance & Legal Affairs
- Corporate Tax Planning
- Budgeting & Forecasting
- Accounting Management
- Systems & Process Improvement
- Reorganization & Turnaround
- Operations Management
- Acquisitions & Mergers
- Change Management
- Mentoring & Staff Development
- Profitable Business Growth
- Business Development

## EXPERIENCE HIGHLIGHTS

### CHIEF FINANCIAL OFFICER | CHIEF OPERATING OFFICER

Some Company Name – City, XX (2004 to Present)

Senior executive with full-charge leadership of all accounting and finance, financial planning and analysis, customer service, collections, compliance, human resources, business systems, SOX compliance, SEC reporting, and cash management. Interface with and provide indirect guidance for sales and branch operations.

Lead teams of up to 75 employees. Assumed new and expanded responsibilities as business needs changed, including promotion to COO with charter to spearhead business reorganization and the 2008 return of XXXXXXXXXXXXXXXX to profitability. Executed end-to-end business review, identified problems and solutions, and implemented complete business overhaul and restructuring.

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