



Enterprise-Class Financial & Operational Performance Solutions



CFO Edge, LLC delivers enterprise-class financial and operational performance solutions to executives throughout Southern California.

Based in Los Angeles, our formerly-seated chief financial officers engage on demand as part-time CFOs, single-project CFOs, and interim CFOs to help executives successfully resolve pressing challenges and realize their financial and operational goals.

We serve

- Owners, presidents, CEOs, CFOs and senior financial executives
- Privately-held and public companies in greater Los Angeles and Southern California
- Multiple industries including business services, entertainment, financial services, healthcare, manufacturing, non profits, real estate, retail, technology, and wholesale

We address

- Pressing financial and operational challenges impeding profitability and growth
- The desire to realize mid- and long-term visions for greater profitability and growth
- Business initiatives and stages: strategic planning, M&A, IPO, restructuring and exit

We are

- Formerly-seated chief financial officers at large enterprises across multiple industries
- Broadly experienced and deeply skilled in strategic planning and business management
- Experts in both big-picture advisory services and day-to-day, hands-on immersion
- Innovative, insightful, entrepreneurial, collaborative and accountable

We deliver

Financial & Operational Performance Solutions

Strategy & Planning	Growth Strategy	Profitability Strategy	Cost Strategy	Exit Strategy
Business Management	M&A Advisory	IPO Advisory	Contract Negotiation	Covenants
Corporate Governance	Compliance	Filings	Risk Management	Internal Controls
Performance Measures	SWOT Analysis	KPIs	Dashboards	Balanced Scorecards
Financial Initiatives	GAAP-to-IFRS	Audit Preparation	Revenue Recognition	Restatements
Financing Advisory	Funding Presentations	Business Loans	Equity	Investor Negotiations
Cash Advisory	Financial Modeling	Cash Flow	Cash Management	AR/AP Optimization
Accounting & Systems	General Ledger	Budgeting/Forecasting	Reporting	Application Integration

Your outcomes

- Enhanced productivity, greater profitability, and improved overall financial performance
- Reduced costs and/or better cost controls
- A higher level of overall financial control
- The meeting of compliance, restatement, and other deadlines
- A more strategic and proactive focus
- Greater satisfaction and peace of mind

Our value

- You have on your team a former enterprise CFO laser-focused on a specific project.
- You are contracting deep expertise and bandwidth for only as long as you need us.
- Our team approach means you're leveraging an entire financial performance brain trust.
- Proven outsourced CFO expertise generates high ROI, is cost effective and is efficient.

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John Braine is a Partner at CFO Edge, a Los Angeles-based provider of CFO services that help executives solve financial problems as well as create, grow and sustain value.

John is a high-performance executive with a distinguished record of directing and improving financial and operational functions as a CFO, EVP and President. He is decisive and highly strategic in evaluating, identifying and executing the right options to drive company valuation – whether controlling costs, developing product differentiation, or increasing market share through acquisitions.



He has extensive experience in high-growth, diverse companies and is known for cultivating relationships and building teams that consistently exceed expectations. He is adept at developing and implementing business plans for multi-site industrial manufacturing, distribution and service organizations.

His professional affiliations include the Association of Chief Executives, Financial Executives Networking Group, ProVisors, and Mosaic, a faith-based community serving Los Angeles.

John earned his MBA in Finance & Marketing at Gannon University, Erie, PA, and his BS in Business Administration at Gannon University, Erie, PA.

Expertise

Audits & Internal Controls	Cost & Overhead Reduction	Operational & Process Restructuring
Business & Strategic Planning	ERP Systems Integration	Regulatory Management
Capital Budgeting & Forecasting	Financial Analysis & Planning	Quality Assurance
Competitive Market Analysis Negotiations	Mergers & Acquisitions	Team Leadership

Experience

CFO Edge, LLC	Partner
Schwartz Industries DBA Shared Vision	Chief Financial Officer
JWB & Associates, Inc.	President and Chief Executive Officer
General Medical Corporation	Corporate Vice President Executive Vice President, Finance and Administration, Randolph Medical, Inc. Secretary/Treasurer, Randolph Medical, Inc. Controller, Randolph Medical, Inc.

Resources

All of the following are available on our Resources page: www.cfoedge.com/cfo-resources.asp

White Papers & Briefs

- Outsourced CFO Services: When Do They Make Sense for Your Business?
- Performance Measurement: At the Heart of Performance Management
- Planning a Business Exit
- Year-End Strategic Planning & Forecasting: Now Is the Time for a New Approach

Articles

Our resource library contains 125+ articles that discuss challenges and recommendations in financial strategy, business management, and day-to-day financial operations.

CFO Inside Edge Newsletter

Subscribe to our once-a-month emailed newsletter to receive our partners' commentary on timely financial topics along with notification of new white papers and articles.