



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

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|---------------------------------|-----------------------|------------------------|----------------------|-------------------------|
| 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.

Howard Goldman ■ Partner ■ CFO Edge, LLC

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Howard Goldman 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.

Howard began his career in the U.K. and has more than 30 years of experience in finance and operations. He brings extensive expertise in strategic and financial planning, implementing improved financial and operating systems and controls, cash management, cost reduction, development of management information systems, contract negotiation, joint ventures and merger integration.

He has worked with start-ups, high-growth private companies, turnarounds, and international firms including Reuters and Warner Communications (now Time Warner). In addition to beginning his career in the U.K., he has significant international experience having worked with U.S.-based entities responsible for overseas operations and has undertaken projects in Germany, Switzerland, Israel and Japan. His industry experience includes business services, consumer products, distribution, entertainment, financial services, technology, manufacturing, media, public utilities, publishing, retail, and not-for-profit organizations.

He was admitted as a Chartered Accountant to the Institute of Chartered Accountants of Scotland (CPA Equivalent) and earned his B.Sc. with Honors in Economics and Accounting at the University of Bristol, Bristol, England.



Expertise

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|----------------------------------|---------------------------|-----------------------------|-----------------------------|
| Accounting Policies & Procedures | Business Strategy & Plans | ERP Systems Management | Management Reporting |
| Audit Management | Capital Raising | Financial Plans & Reporting | Merger Integration |
| Budgeting & Forecasting | Cash Management | Intellectual Property | P&L Control |
| Business Analysis | Contract Negotiation | Internal Controls | Restructuring & Turnarounds |
| Business Process Improvement | EDI Transaction Controls | Joint Ventures | Revenue Recognition |

Experience

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| CFO Edge, LLC | Partner |
| Independent Interim CFO & COO | Interim CFO and Consultant |
| Tatum, LLC | CFO Partner |
| Imperial Toy LLC | Chief Financial Officer |
| Everbridge Formerly National Notification Network (3n) | Vice President, Finance and Administration |
| Kibel Green Inc. | Senior Consultant |

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.