

Geoffrey L. Reynolds, CPA

Bio	Companies	Job Titles and Duties	Skills	Contact
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CFO / Controller / Senior Accounting Manager

P&L / M&A / Budgeting & Forecasting / Consolidations / Due Diligence / Strategic Planning / Startups
Alternative Capital Structure / Cost Management / Team Building / IT-IS / HR / Accounting Software

I developed budgets, managed risk, slashed costs and implemented accounting systems to boost productivity and profitability for startups to large companies. Additionally, with a strong background in operations, I have turned around enterprises, increased productivity and maximized profits, impacting both the top and bottom lines. My broad-based financial and management experience includes analysis, team leadership and mentoring, and complete accounting and financial responsibility. My particular skills include:

- **Developing effective financial and operating solutions to complex business challenges**
- **Directing mergers and acquisitions and developing strategic alliances to improve profitability**
- **Increasing revenues while controlling costs in rapidly-growing organizations**
- **Implementing and overseeing all aspects of operations for start-up companies**

- **Analyzing expenditures and developing processes to streamline operations**
- **Tax planning and preparation for S-Corps, Partnerships, Corporations, Limited Liability Companies, Individuals**
- **Retirement plan accounting and planning**

- **Wrote employee handbook**
- **Designed Employee Benefits packages**
- **Designed Employee Compensation packages**

Education

Bachelor of Science in Accounting with a minor in Computer Information Systems from **California State Polytechnic University**, Pomona California.

CPA, California (54961E), Arizona (17645-R) and Washington (34327)

Selected Accomplishments

Secured funding for company start up. Newly-formed Surya Enterprises needed funding. Prepared financial projections and developed strategy for five, ten, fifteen and twenty years of operation, and crafted business plan. Working in secondary financial markets, secured \$30M in wrap loans with no expenditure of company equity.

Successfully built and sold company. Working with a partner targeted, purchased and merged three established internet advertising companies into 2Can Media. Secured financing, integrated daily operations, and recruited / developed skilled nationwide sales team. Grew sales to \$60M in nine months. Sold company for \$35M profit.

Financed purchase of equipment with no up-front costs. As a startup, Intramedicine lacked funding for three server systems necessary to deliver information to clients. Working with finance industry contacts, structured a venture capital-funded lease. Purchased \$400K of computer equipment with no capital expenditure.

Revamped compensation plans to reduce expenses. 2Can Media needed to hire, develop and maintain high quality team of employees with limited payroll budget. To keep costs low, designed 401(k) and created Employee Stock Option Plan for key employees. Improved benefits while reducing salary expense 20 to 25%.

Creatively cut real estate expense. Client wished to expand ad agency to San Francisco and needed well-priced office space. Researched Federal, state and local tax laws; formed partnership to purchase / restore historically-designated building. Partners received \$1.2M in tax credits and secured office space at 10% less than going rates.

Career Summary

Consultant, Geoffrey L. Reynolds, CPA, 2014 to present. Established financial management consultancy. Provided fund raising and management advice for various publications and movie productions. Services also included tax and estate planning, forensic accounting, and developing / implementing accounting and computer systems.

Senior Financial Manager, Surya Enterprises Unlimited, Inc., 2006 to 2014. Directs financial, legal, HR, IT and day-to-day operations. Securing funding and managing banking relationships. Set up and maintains accounting and computer systems. Created financial procedures and checks to secure and manage all assets. Created flexible financial projections for 1, 2, 5, 10, 20 years. Envisioned company's future and implement plans, strategies and policies to guide and direct employees to achieve it. Supervised and coordinated organization's operations and made sure employees have the resources needed to do their jobs. Over sees all operations to minimize expenses. Completely responsible financial system and all financial reporting and management reports. Managed all property under control of the company. Negotiated office leases and land purchases. Lead staff of 15.

Consultant, Geoffrey L. Reynolds, CPA, 2003 to 2006. Established financial management consultancy. Provided fund raising and management advice for various publications and movie productions. Services also included tax and estate planning, forensic accounting, and developing / implementing accounting and computer systems.

Chief Financial Officer, Intramedicine Inc., 2000 to 2003. Joined startup Internet-based integrative medicine information provider. As a key member of the Executive Management team, I reported to the CEO/President and assume a strategic role in the overall management of the company. My primary day-to-day responsibility for planning, implementing, managing and controlling all financial-related activities of the company. This will include direct responsibility for accounting, finance, forecasting, strategic planning, job costing, legal, property management, deal analysis and negotiations, investor relationships and partnership compliance and private and institutional financing. I provided leadership in the development for the continuous evaluation of short and long-term strategic financial objectives. Ensured credibility of Finance group by providing timely and accurate analysis of budgets, financial trends and forecasts. I took hands-on lead position in developing, implementing, and maintaining a comprehensive accounting system. I direct and oversaw all aspects of the Finance & Accounting functions of the organization. I evaluated and advises on the impact of long range planning, introduction of new programs/ strategies and regulatory action. I established and maintained strong relationships with senior executives so as to identify their needs and seek full range of business solutions. I provided executive management with advice on the financial implications of business activities. I managed processes for financial forecasting, budgets and consolidation and reporting to the Company. Provided recommendations to strategically enhance financial performance and business opportunities. Ensured that effective internal controls were in place and ensured compliance with GAAP and applicable federal, state and local regulatory laws and rules for financial and tax reporting.

Director of Finance, 2Can Media Inc. (AdSmart, Inc. – Engage Technology), 1999 to 2000. Provided both operational and programmatic support to the organization. Supervised the finance unit and was the chief financial spokesperson for the organization. I reported directly to the

President/Chief Executive Officer and directly assisted the Chief Operating Officer on all strategic and tactical matters as they relate to budget management, cost benefit analysis, forecasting needs and the securing of new funding.

Partner, Kendall and Associates. 1985 to 1999. Responsible for planning and managing audits of a major advertising agencies, reviewing of audit work papers of various clients, and creating and maintaining policies for the preparation of financial statements for consolidations and mergers. I developed researching and planning strategies for diverse tax situations, including exchanges, mergers, and major lease transactions. I was responsible for handling tax audits with the Internal Revenue Service and multiple state taxing agencies. I worked in **a variety of industries** including technology, real estate, manufacturing, distributing, biotechnology, service, and non-profit organizations.