



## **John Nocera CPA**

### **Qualifications Summary**

20 years of progressive experience with repeated success in financial and operational improvements. Equally comfortable in a wide variety of businesses and industries, from start-ups to mature businesses, for-profit or non-profits. Hands-on leader, providing a clear vision for teams and building consensus to accomplish goals, while connecting with all levels from the boardroom to the breakroom. A highly adaptable change catalyst, organizing chaos to transform underperforming operations and achieve exponential revenue and profit growth.

### **Professional History**

CFO Selections	Consultant	2022 – Present
IGN FINANCIAL	CFO, Consultant, Managing partner	2017 – 2022
Sportsdecals, Inc.	CFO and COO	2015 – 2017
American Veterinary Medical Association	CFO	2012 – 2015
Executive Administration Inc	CFO	2009 – 2012
National Restaurant Association Educational Foundation	CFO, Senior Vice President	2000 – 2008

### **Accomplishments**

- Generated three consecutive years of surpluses, contributing \$12M (40% increase) in additional reserves to fund future growth initiative.
- From 2000, annual revenue and revenue per employee increased 55%; net income increased to 35% of revenue (from 10%) and equity value increased to \$55 million (from \$25 million).
- Led the financial turnaround for a struggling manufacturer. Improved annual operating results from losses of over \$1 million to operating profits of over \$1 million in 18 months. Led the development of a three-year annual operating plan, key priorities and business review meetings. Successfully raised \$5 million in working capital to support investments in new equipment and increased production capacity.
- Led the successful implementation of a client ERP system, moving from Quickbooks to Microsoft Dynamics and PowerBI for this \$30 Million wholesaler with 25% annual growth.
- Successfully raised a first time Bank credit facility of \$5 million for a startup online/storefront retailer client. The increased working capital was used to support its growth plans in new markets.

### **Licenses / Education**

- Bachelor of Science in Accounting, Canisius College, Buffalo, NY
- Certified Public Accountant (NY, IL)