

# CFO

## SELECTIONS

### MARK RICHARDSON, CPA

#### Qualifications Summary

Versatile executive and CFO with strategic and broad functional leadership experience, demonstrating a successful track record of innovation and results for service companies in challenging environments.

#### Professional History

CFO Selections, LLC	CFO Senior Associate	2007 - Now
Clipper Navigation, Inc.	US Subsidiary Finance	1997 – 2007
Goldbelt, Inc. (dba) - Glacier Bay Tours - Voyager Cruise Line	CEO & CFO	1996 - 1998
	CFO	1994 - 1996
	Vice President, Finance & Admin.	1989 - 1994
Sierra Capital Companies	Manager of Operational Analysis	1988 - 1989
KPMG Peat Marwick	Senior Auditor	1984 - 1987

#### Accomplishments

- Devised and executed investment strategies for Goldbelt's \$100M investment portfolio—identified opportunities, performed due diligence, and delivered recommendations to Board and President. Held full accountability for all finance and accounting functions for \$100M corporation.
- Drove business transformation and expansion, creating regional tourism company with multiple revenue streams and healthy profitability. Stabilize finances for privately held \$25M company with singular identity as ferry service to Victoria, BC. Provided vision, strategy, and executive leadership to reposition, upgrade, and expand business into new arenas.
- Senior executive team member with diverse scope of authority encompassing business strategy and internet marketing as well as Finance, Accounting, Human Resources, and Information Systems.
- Reversed 1999 loss to high of \$1.2M pre-tax income on \$25M revenue; generated cash flow exceeding \$2.5M/year; retired \$7M in debt. Restored confidence and built credible relationships with banks. Secured \$10M in expansion financing.
- Leveraged brand by expanding to third-party services; grew to 42% of revenue.
- As functional CIO, defined technology strategy and led annual planning sessions and cost/benefit analyses to align IT resources with business objectives. Implemented a robust IT infrastructure, a secure employee/benefits intranet, and a state-of-the-art reservation system with multi-currency capabilities. Drafted, negotiated, and managed all contracts and business agreements.
- Quadrupled productivity of accounting department—doubled transactions while cutting staff 50%—through automation and process improvement. Revitalized and refocused newly acquired tour company, growing revenues 75% in 2 years and quickly establishing niche business within burgeoning tour industry. Negotiated acquisition, then assumed full P&L, strategic planning, and operating responsibility for \$20M business with 42 full-time and 150 seasonal staff.

#### Licenses / Education

- Bachelor of Science in Public Accountancy; Northern Arizona University
- Licensed CPA, Washington