



Christopher Bullock

Qualifications Summary

Executive leader with demonstrated strengths leading finance, accounting, operations, and planning/strategy. Adept at helping companies scale for growth, capture efficiencies, initiate key process and technology upgrades, and align internal departments for maximum productivity. Recognized repeatedly for the ability to build, mentor, and manage diverse high-performance teams, as well as forge superior working relationships with boards, ownership teams, and executive-level peers. Extensive results enhancing corporate FP&A functions to support data-driven decision-making and future strategy.

Professional History

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|----------------------------|------------------------------------|----------------|
| CFO Selections | Consultant | 2023 - Present |
| Oberto Brands | Chief Financial Officer | 2016 - 2023 |
| | VP/Director of Finance | 2011 - 2016 |
| Kraft Foods | Finance Manager & Sales Controller | 2006 - 2011 |
| | Senior Financial Analyst FP&A | 2005 - 2006 |
| Syncata | District Sales Manager | 2002 - 2003 |
| Progress Software | Account Executive | 2000 - 2002 |
| Sentec Automation Controls | Sales Representative | 1998 - 2000 |
| Expeditors International | Distribution Supervisor | 1995 - 1998 |

Accomplishments

- Increased EBITDA by 125% and EBITDA Margin by +210bps at Oberto.
- Led the M&A process for two successful acquisitions at Oberto, helping diversify the company from highly commoditized products into higher margin differentiated products that contributed \$30MM - \$40MM in revenue growth.
- Played a key role in developing the strategy to take Oberto to market and led the financial and legal due diligence support needed to close a sale of the company in June of 2018.
- Implemented and leveraged cutting-edge BI, Enterprise Performance Management, and ERP systems and processes to lower cost and enhance decision making capabilities in budgeting, planning, forecasting, and financial reporting (including reducing 3-week close to <1 week)
- Reduced the Days Sales in A/R metric by 10+ days.
- Guided a team through a complete re-build of Oberto's ERP system P&L reporting structure to give better visibility to item and customer level detail and improve decision-making capabilities.
- Owned all corporate banking relationships and business loan covenant compliance requirements, served as primary contact in the negotiation of \$35MM-\$45MM in rolling lines of credit.
- Built a high-performance finance team from the ground up to support Oberto's growing business, modernizing the finance function while maintaining the organization's entrepreneurial spirit.
- At Kraft Foods, managed the P&L for a \$1.5B-\$2.0B gross revenue category, successfully maintaining strong margins and navigating through an extremely volatile business climate.
- Led budgeting, planning, analyzing, and reporting efforts for the Kraft Operations Leadership Team that helped generate ~\$500MM to \$700MM in annual productivity improvements.

Licenses / Education

- MBA - Finance & Strategy, University of Michigan Ross School of Business
- Bachelor of Arts - Materials Logistics Management, Michigan State University