RICK MITCHELL

QUALIFICATIONS SUMMARY

A "hands-on" results-oriented professional with over 30 years of financial management and accounting experience combining strong organizational, communication and leadership abilities with a detail analytical approach to solve financial problems.

PROFESSIONAL HISTORY

CFO Selections	Consultant	2026 – Present
BravoFit (Planet Fitness Franchisee)	Part time controller	2019 – 2025
PhamaSync/Geneva Woods/CVS	CFO/Controller/Transitional	2014 – 2018
MyBinding.com	CFO	2011 – 2014
Self Employed Financial Consultant	Consultant	2009 – 2011
Moonstruck Chocolate	CFO/VP of Finance	2005 – 2009
Ipac Pharmacy/NCS/Omnicare	CFO/Regional Controller	1991 – 2005

ACCOMPLISHMENTS

- AT BRAVOFIT, BROUGHT THE ACCOUNTING IN-HOUSE AND MANAGED THE FINANCE AND ACCOUNTING FUNCTIONS IN ITS EXPANSION FROM 5 CLUBS TO 17; PERFORMED THE FINANCIAL REPORTING AND OPERATIONAL MANAGEMENT ACCOUNTING; AND ASSISTED IN THE SALE OF THE COMPANY.
- AT PHARMASYNC, JOINED A TROUBLED COMPANY AND WORKED WITH INVESTORS AND DEBT HOLDERS, REVIVED THE OPERATION THROUGH EXTENDED CREDIT ARRANGEMENTS, AND SUCCESSFULLY ASSISTED WITH THE SALE OF THE COMPANY. INSTRUMENTAL IN THE GROWTH OF THE SUBSEQUENT COMPANY AND ASSISTED WITH THE SALE OF IT TO CVS.
- AT MYBINDING, ESTABLISHED FINANCIAL AND ACCOUNTING PROCESSES AND CONTROLS AND OPERATING PROCESSES TO FACILITATE RAPID GROWTH OF THIS ON-LINE RETAILER OF BINDING AND LAMINATING MACHINES AND SUPPLIES FROM $11M TO $16M—PROVIDING REPORTING REQUIREMENTS FOR THE BANK/SBA FINANCING OF A $3.5M OFFICE/WAREHOUSE
- AS AN INDEPENDENT CONSULTANT, WORKED ON A VARIETY OF PROJECTS DOING FINANCIAL PLANNING AND MANAGEMENT FOR SMALL BUSINESSES, INCLUDING PEAK AUDIO GROUP, A DISTRIBUTOR OF AUDIO ELECTRONIC EQUIPMENT STRUGGLING TO STAY AFLOAT IN THE DIFFICULT CONSUMER HOME THEATER MARKET AND FUNCTIONING AS INTERIM CFO OF PHARMSCRIPT, A START-UP INSTITUTIONAL PHARMACY IN NEW JERSEY—PROVIDING FINANCIAL PLANNING AND MANAGEMENT, DEVELOPING REPORTING SYSTEMS, A BUSINESS PLAN AND A PROFORMA TO HELP ESTABLISH FINANCING.
- AT MOONSTRUCK, ESTABLISHED FINANCIAL AND REPORTING SYSTEMS ALLOWING THE COMPANY TO GROW FROM 4 TO 14 LOCATIONS AND THEN TO SUCCESSFULLY DOWNSIZE AND RESTRUCTURE BACK TO A REDUCED LOCAL FOOTPRINT.
- HAD A 14-YEAR CAREER IN INSTITUTIONAL PHARMACY FROM CFO OF A $5M LOCAL PHARMACY CHAIN TO REGIONAL CONTROLLER OF THE NATION'S LARGEST PHARMACY'S MOST CHALLENGING REGION—CALIFORNIA ($300M REVENUE). WORE MANY HATS AND PERFORMED MANY FUNCTIONS IN VERY CHALLENGING ENVIRONMENTS.

LICENSES & EDUCATION

- Bachelor of Arts in Psychology, Antioch Collect
- Master of Business Management, Willamette, University
- Certified Management Accountant Designation