



Crystal Williams

Qualifications Summary

Crystal brings over 20 years experience as a key financial point person and trusted advisor across a variety of industries including manufacturing, construction, financial services, technology, and start-ups. She prides herself on being a detailed and analytical thinker with highly effective communication skills. Crystal has managed all aspects of external reporting, accounting, finance, and tax for multiple companies. She has repeatedly demonstrated committed leadership and an ability to quickly identify issues, implement solutions, and manage teams to be successful under tight deadlines.

Professional History

CFO Selections	Consultant	2023 – Present
Camouflaj	CFO	2020 – 2023
Denali Financial Consulting	Consultant	2016 – 2020
Eagle Beverage	Controller	2015 – 2016
GPL Tax & Accounting	Senior Staff Accountant	2014 – 2015
Vital Mechanical Service	Controller	2011 – 2014
Service Linen Supply	Accounting Manager	2007 – 2011
Rogers Machinery Company	Staff Accountant	2002 – 2007

Accomplishments

- Completed several successful audits with Unqualified Opinions.
- Led an acquisition with a large tech company.
- Raised equity capital including cultivating and managing investor and banking relationships.
- Expanded company globally in pandemic environment, with employees in nine states and five countries outside the US.
- Opened subsidiary field office in Japan.
- Reduced receivables 47% by streamlining invoice processes.
- Managed several software migrations (SBF to Great Plains; Sage 300 Trade Specialty to Sage 300; QuickBooks Online to Acumatica; QuickBooks Desktop to QuickBooks Online; ADP to Gusto).
- Wrote new software procedure manuals and developed best practices.
- Implemented a variety of KPIs and dashboards for greater financial visibility.

Licenses / Education

- Active Washington CPA
- QuickBooks Online Pro Advisor
- Non-Matriculated Accounting Program, UW Tacoma
- Bachelor of Science – Finance, Portland State University