



David Croom

Qualifications Summary

David is an active CFO and operator, advising companies of various sizes including private equity-backed and founder-led businesses. His experiences have helped develop the skills needed for stabilizing operations, restoring financial visibility, and acting as a key advisor and mentor to the management team. Blending his experience as a hands-on execution and strategic leader with a keen focus on cash management, capital planning, and performance improvement, delivers results.

Professional History

CFO Selections	Consultant	2026 – Present
Society Group	Operating Partner	2022 – Present
Claret Wellness	Manager	2025 – Present
Open Ocean Venture	Fractional CFO & Advisor	2007 – 2025
Ionic Brands	CFO	2021 – 2022
Brightleaf	CFO	2018 – 2019
Cray, Inc	Operations Controller	2004 – 2007
Drugstore.com	Controller	2003 – 2004
Microsoft	Manager	2000 – 2003
Amazon.com	Ops Director	1999 – 2000
Chevron	Manager	1989 – 1999

Accomplishments

- Stepped into interim role following a CFO exit; rebuilt reporting and forecasting within 60 days, restoring lender confidence and enabling continued operations.
- Implemented cash forecasting and controls, improving visibility by locking in a rolling 13-week cash forecast, enabling proactive capital decisions and lowering the stress of the team.
- Supported capital raises (equity/debt) across multiple engagements; improved financial narrative, presentations to investors and closed funding rounds.
- Completed an end-to-end product review resulting in detailed changes in product mix and unit profitability; redesigned pricing/COGS model to improve margins and monthly, average wholesale accounts (increase sales >10%, 5–15% margin improvement)

Licenses / Education

- BA – Accounting, Washington State University