



Kern Maresca

Qualifications Summary

Kern has had a 30 plus year career in finance and accounting in a variety of industries including technology, healthcare, and manufacturing. He has worked for both small entities and large multi-national corporations building success by utilizing great communication and common sense combined with a willingness to operate at all levels.

Professional History

CFO Selections	Consultant	2022 – Present
North City Water District	Director of Finance	2021 – 2022
Ideal Option LLC	VP of Finance	2019 – 2021
Novaerus LLC	Director of Finance	2017 – 2019
Arivale	Director of Finance	2014 – 2017
Alere Wellbeing	Sr. VP of Finance	2005 – 2013
POP Multimedia	Chief Operating Officer	2000 - 2004
Atrieva Corporation	VP of Finance	1997 – 1999
Virtual i-O	Controller	1995 – 1997
Alki Bicycle Company	General Manager	1990 – 1997
Ralston Purina	Financial Analyst	1988 - 1990

Accomplishments

- Key role in raising multiple rounds of financing for several early-stage companies
- Oversight of human resources and IT teams with a focus on accountability and transparency
- Successfully oversaw implementations for new accounting, payroll, accounts payable automation, timekeeping and HRIS systems
- Power user of QuickBooks, Sage, Xero, NetSuite, Paylocity, ADP, Springbrook and PeopleSoft
- Years of experience creating Budgets, financial modeling, business plans, and offerings
- Oversaw 230% growth over five years at Alere Wellbeing
- Member of executive team which sold Free & Clear to Alere Wellbeing at a 4.5X return
- Critical role in turning three organizations from cash flow negative to positive EBITDA
- Primary lead on over 20 Independent Financial Audits as well as Sarbanes Oxley Audits
- Lead person on outside audits – WA DOR, L&I, and Unemployment
- Negotiated and reviewed/approved documentation for lines of credits
- Lead salesperson for technology solution for over 40 non-profit arts organizations
- Led the effort to refinance high interest public bonds saving over \$400K
- Lead architect of acquisition of design firm providing a positive ROI within 24 months

Licenses / Education

- Bachelor of Arts Whitman College
- Master of Business Administration – Finance & Accounting, Washington University
- Licensed Real Estate Broker