



Michael Potter

Qualifications Summary

Michael is a versatile finance, accounting, management, business operations, and administration executive with a track record of driving efficient, profitable operations in the technology, consumer products, services, and manufacturing industries. Skilled in navigating and negotiating complex transactions including IPOs, private equity placements, debt restructurings, acquisitions, and growth initiatives, his high energy, hands-on leadership approach with top communication and coaching ability inspires team productivity and development.

Professional History

Powin	Director Corporate Finance	2018 – 2020
Xerox	Chief Accountant/ Director Financial Planning & Analysis	2004 – 2017
Fortix	Chief Financial Officer	2002 – 2004
Supertracks	Corporate Controller	2000 – 2001
Columbia Sportswear	Accounting Manager	1997 – 1999
The Randall Group	Assistant Controller	1994 – 1997
Coopers & Lybrand	Senior Auditor	1992 – 1994
Kenneth Leventhal & Co	Senior Auditor	1989 – 1992

Accomplishments

- Effectively managed cash flow for multiple start-ups during periods of extremely high growth, limited capital, and international expansion.
- Drove 400% increase in revenue and sales team focus on project margins via development and implementation of pricing matrix model utilized in quote process.
- Created financial forecasting models utilized in successful \$15M financing initiative, successfully securing a \$1.4M SBA loan.
- Crafted innovative costing model for product lines totaling \$1B cost base, including setting standard costs, establishing worldwide transfer pricing, and detailed productivity review.
- For an IT services provider, grew top line revenue 300% and improved margins via hands-on involvement in acquisitions and negotiating deal structure, optimizing sales commission plans to achieve aggressive revenue targets, and balancing headcount vs. outsourced operations to structure a variable cost base in line with revenue performance.
- For an emerging technology business, turned around financial operations including restructuring \$800K in delinquent payables with over 20 vendors and establishing \$1M in new lines of credit with major equipment vendors.
- Major contributor to the successful initial public offering for a consumer products company and established the initial SEC reporting process.
- Key advisor and leader through major change initiatives, executing pivots in strategy, business model, and company restructuring.

Licenses / Education

- Bachelor of Business Administration with a concentration in Accounting, University at Texas at Austin
- Certified Public Accountant – Oregon CPA License #7405