

GARY B. MEISNER, MBA/CPA • FRACTIONAL CFO/CIO • NETSUITE ERP CONSULTANT

415 Battle Flag Ln, Mount Juliet, TN 37122 • (615) 403-2724 • gm@garymeisner.com

Additional information at www.garymeisner.com and www.linkedin.com/in/garymeisner

SUMMARY

- Versatile operating executive, with broad experience as the senior management team member leading finance, information technology, planning, human resources, administration and operations.
- Fortune 500, private equity and venture capital experience in startup, turnaround, acquisition, divestiture, reorganization, relocation, multi-plant, group, corporate and international settings.
- Consulting and entrepreneurial experience in business development, M&A, business modeling, planning, strategic assessments, systems implementations, software development, web development and Internet marketing.
- Recognized as a creative strategist with outstanding conceptual and problem-solving skills who applies keen analytic and organizational skills to deliver innovative solutions to complex business challenges.
- Innovator in leveraging technology to advantage. Experienced in leading ERP/CRM/BI implementations.
- A change agent with vision and passion for achieving significant improvements in processes and results.
- MBA and BS from top-ranked business schools. Extensive career with industry-leading companies.

EXPERIENCE

NetSuite ERP and CRM Systems Consultant / Fractional CFO Services, Brentwood, TN 2014 – Present

- Systems implementation consulting support for NetSuite SaaS cloud-based ERP, CRM and financial systems. Provided a unique blend of financial, business and technical experience not found in most systems consultants. Client industries include healthcare, financial services, manufacturing, publishing, retail, pharmaceuticals and cloud-based security. Key process and reporting areas include dashboards, custom reporting, workflows and process improvements. Key technical areas include database architecture, configuration, customizations, and data conversion. Worked with NetSuite and its partners on pre-sales, requirements definition, statements of work and quotes. Trained in NetSuite system administration, SuiteSuccess, reporting and other areas.
- Fractional CFO support services, including M&A support, special projects and presentations.
- Planning, analysis, financial modeling, forecasting, reporting, decision support and process improvements.

Iron Solutions, Inc., Franklin, TN (\$10M VC-backed, data, software and media services provider)

Chief Financial Officer (Left due to sale of company) 2008 – 2013

- Provided overall back office direction to this VC-backed (Starvest Partners) company, joining at its acquisition to remold its trade association-based culture and processes into a professionally run, technology growth company.
- Increased revenues 77% and increased EBITDA from net loss to 15% of revenues in less than five years.
- Directed all finance, business systems, H/R, customer service, product, legal and administrative areas.
- Led implementation of NetSuite cloud-based SaaS software for recurring revenue subscription business.
- Implemented Adaptive Planning cloud-based software for budgeting, forecasting and reporting.
- Re-engineered confusing income statement formats with no consistent recognition of revenue to meaningful, relevant monthly reporting tools with supporting SaaS business model metrics and analytics.
- Developed financial models, reports and analytics to support key strategic business, marketing and customer growth initiatives, and to improve insight into the business for the board and executive team.
- Closed and relocated three offices to consolidate operations for increased efficiency and collaboration.
- Established new banking relationships, credit card programs and lockboxes to improve cash management.
- Outsourced H/R and payroll to reduce costs, improve employee benefits programs and add a team of experts to support the company's growth during a period of reorganization and hiring of 200 employees.
- Selected new auditors. Made significant improvements to financial controls, analysis and reconciliations.

Healthways, Inc., Franklin, TN (\$0.7B public international healthcare services provider)

V.P., Finance (\$0.5B commercial healthcare division) 2006 – 2008

- Provided overall financial direction to unit leaders of a newly formed \$0.5B commercial health plan group.
- Participated in the formation of a new process-based organization structure with eight business units.
- Initiated and led the implementation of SAP Business Planning and Consolidation to increase performance.

Independent Financial / Business Development Consultant, Brentwood, TN

- Primary liaison with investment bankers on divestiture of \$0.8B unit of public company.
- Interim CFO in seeking funding and strategic alliances for a wireless mesh networking startup.
- Business development on energy saving systems. Developed new sales strategy based on financial impact.
- Developed commercial software and related website which achieved #1 position in its category on Google.

La-Z-Boy, Inc., Monroe, MI (\$2.3B public international furniture manufacturer and retailer)

V.P., Controller (\$1.5B upholstery group. *Left due to restructuring by new CEO*)

- Provided overall financial, technology and strategic direction to the Group President.
- Implemented Sarbanes-Oxley and developed a program for focusing on key financial controls.
- Created the first corporate-wide sales data warehouse and business intelligence application.
- Developed the vision, business case and financial justification for a multi-divisional ERP project.

FISI-Madison, Brentwood, TN (\$0.5B insurance and financial services, subsidiary of Cendant)

Senior V.P., Chief Financial Officer (*Left due to restructuring by new CEO*)

- Provided financial direction to the CEO, two business unit presidents and management teams.
- Reorganized the financial staff of 100 for improved effectiveness and reduced headcount by 10%.

United Dominion Industries, Inc, Charlotte, NC (\$2.5B publicly traded, now SPX)

United Door Products, Brentwood, TN (\$200M North-American manufacturer)

V.P., Chief Financial Officer & Chief Information Officer (*Left due to sale of company*)

- Provided direction on financial, strategic and technology areas to the Group President and the presidents and controllers of five business units with operations in the U.S., Canada and Mexico.
- Participated in due diligence, acquisition and integration of 6 companies and the sale of our own company.

Ceco Door Products, Oakbrook Terrace, IL & Brentwood, TN (\$100M manufacturer)

V.P., Finance & Administration (*Finance, I/T and H/R*)

Controller (*Finance and I/T*)

- Proposed and directed a \$4M project to replace outdated mainframe systems with an AS/400-based ERP system, reducing I/T costs by \$1M per year and staff by more than 50% and creating strategic advantage.
- Proposed the spin-off of a product line into a separate business that grew from \$20M to \$50M.
- Reengineered the annual planning process, reducing preparation time and improving flexibility.
- Co-chaired TQM initiative, managed with balanced score reporting metrics, reduced closing cycles.

ITW, Inc., Chicago, IL (Public Fortune 200 international manufacturer)

Controller (*Finance and I/T*), ITW Switches / Linx Group (\$50M international)

Controller and Operations Manager (*Finance, I/T and Operations*), ITW Nexus (\$5M)

Manager of Accounting, ITW Fastex (\$50M manufacturer)

Manager of Financial Analysis (*Reporting and consolidations*), Corporate Office

Internal Auditor (*International, acquisitions, systems*), Corporate Office

Arthur Andersen & Co., Chicago, IL

Audit Senior, Audit Division

EDUCATION

University of Chicago / Booth School, Chicago, Illinois, **M.B.A. in Marketing and Finance**

University of Illinois, Champaign, Illinois, **B.S. in Accountancy**, (*High Honors*)

PROFESSIONAL AFFILIATIONS AND CERTIFICATIONS

Financial Executives International

Chapter President, V.P., Programs, Membership, Career Services, Web Chair, Board, Member

American Institute of Certified Public Accountants

Certified Public Accountant, State of Illinois, (*License Inactive*)