

# Jonathan James Reed

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## Accounting Department Development – Operations Support – Team Leadership

### PROFESSIONAL SUMMARY

Strategic CFO offering progressive career history in manufacturing. Proven team leader, coaching and mentoring individuals to achieve success. Results-driven with 20 years leading non-profit and commercial entities through periods of fiscal uncertainty with strategic and tactical financial management. Analytical Finance Executive with experience leading finance operations in a business with annual revenues of \$50M. Track record of accurately forecasting industry trends and recognizing growth opportunities. Skilled at identifying and implementing process improvements to drive efficiency and productivity. Adept at working with the CPA team on yearly audited financials. Vast experience with banking, insurance, company benefits, client relations, and project risk-tolerance assessment. Eager to contribute in a senior-level role.

### CORE COMPETENCIES

<b>General Ledger</b>	<b>Accounts Receivable</b>	<b>Accounts Payable</b>
<b>Cash Management</b>	<b>Bank Reconciliations</b>	<b>Cross-functional Collaboration</b>
<b>ERP Implementation</b>	<b>Audit Planning and Management</b>	<b>Strategic Business Planning</b>
<b>Profit &amp; Revenue Maximization</b>	<b>Risk Analysis</b>	<b>GAAP Compliance</b>
<b>Client Relationship Management</b>	<b>Board Reporting</b>	<b>Data Analysis &amp; Interpretation</b>
<b>Revenue Recognition</b>	<b>Bank Loan Covenant Compliance</b>	<b>Financial Statements</b>
<b>Multi-State Sales Tax Reporting</b>	<b>Multi-Country Financial Reporting</b>	<b>Financial Statement Consolidations</b>

### WORK EXPERIENCE

#### **Chief Financial Officer, Solar Stik, Inc., St. Augustine, FL** **February 2024-Current**

Lead the financial strategy and operations of a \$25M manufacturing company, ensuring alignment with overall business objectives and growth initiatives. Directed all financial functions, including accounting, budgeting, forecasting, cash management, and financial reporting, driving profitability and operational efficiency. Collaborated with the executive team to set short- and long-term business goals, integrating financial insights into the decision-making process. Oversaw the company's financial reporting, including preparation of monthly, quarterly, and annual financial statements in compliance with GAAP. Regularly communicated financial performance and key metrics to the CEO and Owners, providing actionable insights to support strategic decision-making.

- Successfully moved the company into a new banking relationship with an established line of credit.
- Mentored the accounting clerk to enhance their skills within the department.
- Established several financial KPI's that the company was not previously tracking.
- Worked with the Owner/CEO to establish a new CPA relationship to create a better tax business partner moving forward.

#### **Vice President of Finance, Germfree Laboratories, Ormond Beach, FL** **November 2005-December 2022**

*2005-2007 as Assistant Controller, 2007-2019 as Controller, 2019-2021 as Director of Finance, 2021 to December 2022 as VP of Finance*

Responsible for leading and managing all day-to-day finance operations including functional responsibility over accounting, accounts payable, accounts receivable, payroll, and reporting. Confirm strategic operational and financial plans achieve the company's desired value creation goals. Ensure the Accounting Division supports the commitments the company has made to its customers. Organize and maintain financial records. Prepare, analyze, and interpret periodic financial reports and provide status of financial condition to Executive Management. Examine all accounts, ledgers and reporting systems ensuring compliance with Generally Accepted Accounting Principles and regulatory requirements (local, state, and federal). Prepare Sales/Revenue forecast 12 months out and communicate Sales Departments' goals to meet financial goals of the company. Prepare budgets based on Strategic Plan by establishing schedules; collecting, analyzing, and consolidating financial data; and recommending budget plans; present to Senior and Executive Management. Act as principal liaison to any outside auditors. Work with outside CPA firm so they may perform the yearly audit of company financial statements and prepare Corporate Tax Returns.

- Successfully managed two ERP implementations.
- Optimized Project Revenue Recognition tracking through the creation of a custom project tracking report.
- Increased accurate forecasting and planning through a custom excel report.
- Mentored several individuals into larger roles with the company.
- Created the first ever Board of Directors reports and delivered them to the Board on a quarterly basis.
- Built a trailer fleet tracking system to properly monitor a new line of business for the organization.
- Performed as the lead financial representative for the successful sale of the company.

**Director of Finance, Straight Up SolGier Foundation, Port Orange, FL****January 2011-March 2022**

Advised the Board of Directors on the financial direction of the foundation. Performed all accounting functions of the organization. Worked with the CPA firm in preparing the yearly Return of Organization Exempt from Income Tax. Assisted wherever needed during fund raising events.

**Credit Manager, Costa Del Mar Sunglasses, Ormond Beach, FL****April 2004-November 2005**

Performed all credit and collection duties for the accounting department. Provided additional support to the accounts payable and accounts receivable departments.

**Accounts Receivable Manager, Cape Fear Rod Company, Wilmington, NC****July 2001-April 2004**

Performed all duties for the accounts receivable department. Process payroll for 15 employees. Assist accounts payable and provide support for the operations team.

**EDUCATION**

Master of Accountancy (MAcc), Stetson University, Deland, FL, December 2016

Bachelor of Business Administration, Accounting, Western Michigan University, Kalamazoo, MI, December 2000

Associate of Arts, Accounting, Kellogg Community College, Battle Creek, MI, April 1998

**LICENSES & CERTIFICATIONS**

Florida Notary Public, Certificate ID HH 288303, Expires November 14, 2026

**COMMUNITY SERVICES**

Board of Directors, Straight Up SolGier Foundation, January 2011 – March 2022

Palm Coast Little League Boys T-Ball and Baseball

Ormond Beach Little League Boys Baseball

Riverbend Academy, Miscellaneous School Functions

**TECHNICAL PROFICIENCIES**

Microsoft Office (Word, Excel, Outlook, and PowerPoint), Google Suite (Docs, Sheets, Slides, Drive), QuickBooks, E2 Shop System, Sage 500, Sage Abra, SalesLogix, Parts & Vendors, Global Shop Solutions, Misys Manufacturing, Salesforce, Qlik, ADP, Paylocity, Bamboo, Concur, Asana