

MARCIA DAVIS, MA

1000 Royalty Boulevard, Jacksonville, FL 32216
(H) 904.555.1212 • (C) 904.444.1212 • MarciaDavis@email.net • *LinkedIn*: www.linkedin.com/in/MarciaDavisMA

Chief Financial Officer

Growth Strategies • Start-Up & Turnaround Situations • Team Leadership • Financial Analysis

Dynamic, high-impact Senior Financial leader who delivers exceptional results through solid, ethical management. Quickly turns around inefficient, underperforming accounting departments. Top performer in every role.

Driven, innovative Senior Financial Executive with more than 20 years of proven success in a variety of industries. Focused bottom-line driver with a career history of exceeding organizational goals by tapping into opportunities that drive aggressive growth and exceed formidable financial goals. Expert in implementing and automating systems that significantly improve accounting operations and functions. Well-respected by management, peers and subordinates as evidenced by success in training, leading and motivating teams to achieve challenging objectives. Earned reputation for demonstrating sound judgement and integrity while influencing executive teams. Dedicated to implementing effective financial controls. Areas of expertise include:

- Strategic Management
- Policy Development
- Shareholder Reports
- Cash Management
- Board Communications
- Financial Statements
- Cash Flow Reports
- Asset/Liability Management
- Process Improvement
- Management Reporting
- P&L Management
- Internal Controls
- Risk Management
- Cost Reduction
- Capital Strategies
- Budgeting and Forecasting
- Regulatory Compliance/Audits
- Staff Training and Development
- A/R, A/P, G/L Account Analysis
- Change Management/Restructuring

PROFESSIONAL EXPERIENCE

Healthcare IT Co., LLC (Jacksonville Beach, FL) • 2013 - 2015

A full-service, rapidly growing consulting firm founded in 2012 providing healthcare IT solutions.

Chief Financial Officer (2014 - 2015)

Earned promotion to CFO position based on performance within a year. Managed accounting and payroll teams (10 staff members) while reporting directly to CEO. Implemented new accounting policies allowing accounting to withstand intense scrutiny of corporate and outside audits. Led company budgeting process developing budgets for all departments and companies. Prepared all monthly financial statements and reports for senior leadership and shareholder meetings. Collaborated with company Board Chairman to facilitate funding. Handled cash flow projections and client credit checks.

- Reduced month-end close from over 30 days to 13 business days
- Conceptualized, implemented and created new monthly financial statement reporting package that included various income statements, balance sheets, cash flow, new hire financial impact and more
- Created brand new accounting manual detailing accounting and finance policies and procedures which allowed organization to operate more efficiently
- Spearheaded “quick pay” discounts program which saved company tens of thousands in over advance fees
- Implemented new audit preparation procedures which resulted in audited financials delivered 2 months earlier than scheduled
- Initiated conversion from QuickBooks online to Great Plains system allowing for quicker journal entries and more accurate revenue projections and better reporting capabilities

Senior Vice President - Finance (2013 - 2014)

Heavily recruited by CEO to streamline finance operations. Managed 10 staff members, reported to COO. Defined staff job descriptions while evaluating, hiring and training team members.

- Streamlined company’s internal employee credit card policies which significantly reduced payment on non-company business expenses
- Developed new travel exception approval process which accurately traced exceptions ensuring receipts submitted for company expenses

Fast Food, LLC (Jacksonville, FL) • 2012 - 2013

Listed as one of top 5 new franchises by CNN in 2013. Parent company of Fast Food, LLC stores and franchises.

Chief Financial Officer

Managed company’s accounting and financial operations reporting directly to CEO. Developed policies for all accounting operations to stand up to audit scrutiny. Ensured all financial information in franchise offerings met FTC compliance. Prepared all financial statements, reports and forecasts. Processed A/P, A/R and payroll. Spearheaded company budget preparation.

(Continued...)

- Established new system to track and bill franchisees for product, royalties and advertising
- Increased franchisee inquiries through development of partnership with financing company that put company logo on website and offered “one click” financing
- Streamlined company credit card expense approvals which resulted in \$6,000 in annual savings

Leading College (Jacksonville, FL) • 2007 - 2012

Accredited by SACSCOC offering 17 degree programs in design, fashion, media arts and culinary fields.

Director of Administrative and Financial Services

Maintained accountability for Accounting and Financial Services (AFS) operations including all reporting for department. Managed team of 12 while reporting to Campus President. Ensured accounting practices were compliant with all federal, state and local regulations.

- Developed and implemented a more stringent policy for institution’s student loan funds requests which resulted in institution’s full compliance with new federal regulations
- Established a new policy for placing students on financial hold which allowed campus to have one of the lowest outstanding receivables totals in company

Restaurant Management Corp. (Ponte Vedra Beach, FL) • 1997 - 2007

A franchisee of Applebee’s Neighborhood Grill & Bar, Johnny Carino’s Italian and Urban Flats managing 65 restaurants and over \$170M in annual sales; 23rd largest restaurant franchisee in US.

Controller (1999 – 2007)

Managed staff of 15 while reporting directly to CFO. Reviewed 114 financial statements for 8 companies and prepared balance sheets and consolidating reports each period. Prepared lead schedules, trial balances, financial statements for auditors. Scheduled monthly reconciliations and reviews. Managed change to 4-4-5 accounting.

- Reduced month-end close to 10 business days
- Spearheaded reduction of cost and time of yearly independent audit by 24% (\$16k cost savings) and 20 days of auditor field work
- Conceptualized and implemented company-wide disaster recovery and hurricane preparedness plan which ensured protection of company assets and employees
- Played integral role in software conversion to Great Plains and FRX for G/L and financial preparation
- Earned “Golden Apple” Award in recognition of outstanding individual performance contribution to company

Accounting Manager (1999)

Spearheaded “re-engineering” of accounting department. Distributed financial statements for four companies. Prepared management analytical reports based on financial statements. Managed team of 7.

Staff Accountant (1997 – 1999)

Managed cash management including implementing banking software to conduct ACH and wire transfers. Reconciled cash and receivables accounts. Negotiated vendor contracts and developed company Y2K preparation plan.

Public Service, Co. (Royal Oak, MI) • 1992 - 1996

Non-profit organization offering services to foster children, developmentally disabled clients and their families.

Staff Accountant (1995 - 1996), **Accounts Receivable Specialist** (1992 - 1995)

Generated monthly journal entries, trial balances and financial statement preparation. Managed cash applications.

- Developed new account analysis and reconciliation format allowing for more accurate management reports

EDUCATION

Master of Arts (MA) Degree in Management (with distinction), Good University (St. Louis, MO); 4.0 GPA

Bachelor of Accountancy Degree (B.Acct.), Excellent College of Accountancy and Business (Troy, MI)

COMPUTER SOFTWARE SKILLS

MS Office (Word, Excel, PowerPoint, Outlook), Hyperion, Great Plains, QuickBooks, FRX

COMMUNITY LEADERSHIP

International Wine and Food Society – Jacksonville Branch (Jacksonville, FL) • 2008 – Present

- **Board Member/Treasurer** (2013 – Present)