

Darrell Jolley

Partner



Select Executive Experience

Food Distributor (2013-2020)

CFO, Director

Tatum CFO Partners (2002-2012)

Partner, Fractional CFO

Mirenco, Inc. (1999-2002)

CFO

Airtech International Group (1998-1999)

CFO

Eyemakers, Inc. (1994-1998)

CFO

Core Competencies

CFO

Business Performance Management

Equity and Debt Refinancing

Strategic Planning

Operations and Productivity

Turn Around

SEC Reporting

Equity Restructuring

Personnel and Compensation

Marketing and Sales

Emerging Industries & Fast Growth
Companies

System Implementation

Executive Profile

Darrell Jolley is a partner in the Dallas office of SeatonHill. Mr. Jolley has over 30 years of experience within CFO, COO, and Board Director capacities, serving a diverse array of small to medium-sized businesses from startups to large, well-established entities ranging from \$20-\$250 million in annual revenue. Darrell has performed extensive due diligence including preparation and final reviews for sales and forecasting profitability to determine the accretive effect of acquiring revenue targets that produce more than \$50 million in annual revenue. He has prepared private placement documents and pro forma forecasts that generated \$3 million in equity financing, an \$8 million direct public offering, in addition to leveraging myriad bank financings that accelerated company growth. He has provided strategic thought leadership including directing an SEC resolution and independently guiding one company through a rescission offer where he limited the refund to 3% of the original investment made by its 4,000 shareholders. Darrell also developed the concept of Business CPR™, a systematic business evaluation that concentrates on the inter-relationship of capital, processes, and revenues.

Industry Experience

Distribution

Merchandising

Service

Manufacturing

Retail

Medical

Education & Certifications

BBA, Accounting

University Texas Austin (Business
Honors Program)



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Darrell Jolley
Partner



Key Experience

Leading Private Texas Independent Food Distributor: As CFO for a \$200 million, several hundred employee food distributor, Darrell oversaw finance, accounting, HR, and IT. He renegotiated bank financing that increased a LOC from \$1 to \$6 million while adding an additional \$4 million equipment line to support sales growth and maximize performance. Darrell evaluated and assisted in the approval of a multi-million-dollar new customer by analyzing cash flows, capex, vendor set-up, and negotiations to support the new business. He also helped establish EOS methodology with the strategy team, provided financial guidance to the board of directors, and spearheaded new ideas for company innovation and culture across all divisions.

Tatum Partners: As Partner and interim CFO and for this national consulting firm, Darrell worked with multiple businesses, including:

Equipment Rental (Tatum): Conducted 3-year placement as CFO and COO for a \$20M nationwide equipment rental service to oil and natural gas refineries. Darrell returned the business to profitability following a private equity acquisition through renewed focus on sales essentials, product quality, and customer service.

Merchandizing Firm (Tatum): Conducted 4-year placement as CFO for a \$45 million merchandizing firm providing services to over 100 vendors selling to The Home Depot. Darrell played a central role growing the company from \$22 million to \$45 million and assisting the owners to sell the company to a larger competitor.

Startup: As CFO for a patent protected start up providing throttle control for internal combustion engines, Darrell had full SEC responsibility to prepare SB-2, rescission offer, and quarterly filings, including the equity and shareholder management during the \$8 million public offering.

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