

Susan Echard Partner



Select Executive Experience

Direct Digital Holdings (2021-2023)
CFO

Trinity Capital Investment (2019-2021)
CFO

Cubex LLC (2017-2019)
CFO

Datshield (2016-2017)
CFO

BeyondTrust (2015-2016)
Corporate Controller

AFS Technologies Inc. (2014-2015)
Corporate Controller

Lumension Security (2007-2014)
VP Worldwide Controller

Core Competencies

IPO
S-1 Registration Statements
Investor Presentations
PCAOB Audits
SEC Filings
Investor Relations
Corporate Secretary
Strategic Planning
PE/VC Backed
Mergers & Acquisitions (including exit strategy planning and execution)
Quality of Earnings
Due Diligence
International Finance
Financial Modeling
Budgeting and Forecasting
Debt Compliance
Cash Management
System Implementations
Human Resources
Benefit Plans
Insurance
Debt Financings
FP&A Modeling
Cash Management
Budgeting
Team Management
Platform Implementation: Netsuite, Intacct, Concur, Adaptive Planning, and Avalara

Executive Profile

Susan Echard is a Partner in the Phoenix office team of SeatonHill. She has over 35 years' experience, both domestic and international, within Big Four and CFO roles. Susan has conducted an Initial Public Offering as well as a Private Placement Offering, playing an integral role in the development of the S-1 Registration Statement, as well as the Investor presentation deck for road show and investor relations presentations. She has also taken the lead in large-scale financing and SEC filings with numerous companies, including Royal Caribbean Cruise Lines, Tupperware, PetSmart, and CSK Automotive (now O'Reilly Auto Parts). Susan has successfully raised over \$250 million in private equity, facilitated over \$300 million in credit, and spearheaded two company exits. She led the implementation of ERP, accounting, and tax compliance platforms and created efficient processes that enhanced internal controls in the accounting functions of many organizations through the consolidation of disparate reporting systems and the establishment of effective metrics and KPI reporting. Susan is also highly experienced in HR policy development, including recruiting and onboarding, corporate Insurance policies, employee benefits, and 401(k) programs.

Education & Certifications

Bachelor of Business Administration in Accounting
University of Michigan- Flint

Industry Experience

Travel
Retail
SAAS
Finance
Technology



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.

Susan Echard
Partner



Key Experience

IPO – Direct Digital Holdings, Inc. (Advertising Tech.; \$100M Revenue): As the CFO at Direct Digital Holdings, Inc. (DRCT), Susan took the lead role in conjunction with the investment bankers and attorneys to develop the company's S-1 Registration Statement. She also worked with a newly appointed audit firm to convert previous private audits into PCAOB level audits, which required a valuation of the company and an acquisition from a prior M&A transaction. As well as the IPO work stream, the company entered a new \$25M debt term loan which entailed a quality of earnings process. With her extensive SEC filing experience, Susan set up the company's financial reporting process, enhanced internal controls, and implemented Netsuite. In addition to serving as the Corporate Secretary, Susan implemented the Diligent Board software portal, developed board presentations, worked with legal counsel to develop corporate policies for compliance and governance, as well as corporate calendars for trading policy, board meetings and investor calls. Susan managed the quarterly press releases, as well as participating in quarterly investor calls. Susan developed financial modeling which provided insight to financial forecasts, debt compliance, and cash management.

Private Placement Offering – Trinity Capital, Inc. (Business Dev. Corp. \$500M AUM): Susan served as CFO for this specialty lending company that focused on providing senior secured loans and equipment financings to growth stage companies. She led the restatement of the company's amortization schedules to be in compliance with GAAP and played a key role in the conversion of the five private funds to a single fund for the newly formed business development corporation ("BDC"). Susan participated in the raising of \$250 million in private equity and debt offerings and \$300 million in credit that paid off SBA loans and enabled the buyout of existing LPs, allowing for a conversion to BDC funding. She also implemented strong internal controls and compliance policies and procedures, in addition to managing HR, benefits, and company insurance plans.

SAAS Companies (PE/VC Backed)

- **Beyond Trust:** Susan served as the Corporate Controller for this \$100 million private equity backed SaaS developer of endpoint security software. She was responsible for monthly financial statements, annual audits, tax compliance, R&D credits, international country statutory filings, and intercompany transfer pricing agreements. Susan also reorganized accounting functions to integrate with company acquisitions, and streamlined intercompany agreements, banking protocols, and transfer pricing. Susan led the consolidation of 3 accounting systems into 1 platform (Intacct), which redefined GL and streamlined accounting processes. She also implemented an automated tax compliance software platform (Avalara) to resolve sales tax issues, VDAs, and deregistered/registered states.
- **AFS Technologies:** Susan served as the Corporate Controller for this leading global provider of SaaS software solutions purpose-built for consumer goods companies and distributors. She was responsible for worldwide accounting, accounts receivable/payable, general ledger, payroll, and financial planning and analysis. Susan led the acquisition of 2 international software companies in China and Slovakia, streamlined treasury and cash forecasting, and provided weekly/monthly reporting and analysis to the company's private equity partner. She also implemented Concur and Adaptive planning platforms to establish new budgeting and travel and expense processes.
- **Lumension Security:** Susan was VP and Worldwide Controller for this venture capital backed \$60 million global leader in endpoint security software solutions. She managed entities in the U.S., Luxembourg, UK, APAC, and Ireland. Susan provided financial statements, audits, taxes, statutory filings, third party accounting, and maintained banking relationships.

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