

John Hanssler
Partner



Select Executive Experience

JR Butler, Inc. (2023-2025)
Chief Financial Officer

Advanced Grinding Solutions Corp, LLC (2019-2023)
Chief Financial Officer

EYE-Fi, LLC (2016-2019)
Chief Financial Officer

Praxis Partners, LLC (2014-2016)
Consulting Partner (CFO)

Open Scan Technologies, Inc. (2014)
Chief Financial Officer

Tatum, LLC/Praxis Partners (2006-2014)
Partner, Consulting Services (Private Equity Support)

Peliton, LLC (2004-2006)
Chief Financial Officer

KBToys.com, LLC (2000-2004)
Controller/VP Finance

Core Competencies

Private Equity
Strategic Planning
Financial Turnaround
ERP (selection & implementation)
Internal Controls
Financial Reporting
Audit Planning & Execution
Mergers & Acquisitions
Debt/Equity Transactions
Banking Covenant
Borrowing Base
Working Capital Management
Cash Flow Optimization
Theory of Constraints
Supply Chain Management
Human Resources
IT

Executive Profile

John is a Partner on the Mountain team of SeatonHill. Mr. Hanssler is a proactive, results-oriented CFO with extensive manufacturing experience in all aspects of financial and accounting operations, strategic planning, M&A, financial turn-around, working capital improvement, and US GAAP. He works closely with executive teams, investors, boards of directors, audit committees, banks, attorneys, vendors, and customers, and has the ability to present complex financial information at all levels across the organization. John is also a skilled team builder and facilitator with a demonstrated hands-on, "lead by example" management style, maintaining an atmosphere that fosters flexibility and action.

Industry Experience

PE
Consulting
Construction
Aerospace
Manufacturing
SaaS
Retail
Information Services
Motion Picture Production
C-Store
Field Service

Education & Certifications

Master of Business Administration in Strategic Management
Pace University



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.

Key Experience

Foundation Repair & Water Solutions Company: As Interim CFO for this \$80M company, John was brought in by the PE Sponsor while a full-time CFO search could be completed (over 3 Months). He introduced Throughput Accounting and Theory of Constraints processes to drive a cash flow-focused philosophy. John seamlessly integrated financial processes and reporting of two acquisitions, amounting to annualized revenue growth of \$20M. He improved the monthly reporting package by implementing advanced Excel techniques, enabling increased velocity in the monthly reporting package delivery to the Sponsor. John also improved the monthly close & reconciliation processes to enable "audit-ready" financial statements. He created a 13-week cash flow model for weekly reporting across the organization and improved covenant reporting, providing detail by line item for banking partner reporting.

Construction (Design, Engineering Manufacturing, Install) Company: As Chief Financial Officer, John was brought in by the Banking Partner to turn-around financial performance and improve the banking relationship. He worked with the new audit firm to correct historical accounting missteps and identify true losses experienced yet unrecorded under percent complete accounting and faulty revenue recognition processes. John identified manufacturing performance issues and implemented Theory of Constraints methods to improve productivity by over 100%, increasing velocity and improving on-time delivery. He facilitated and managed the divestiture of a subsidiary to help recapitalize the parent company and restructured the accounting team to better serve management, foster collaboration, and support informed decision-making. John also worked with the banking partner to improve debt structure aligning assets and liabilities more appropriately.

Aerospace Manufacturer: As Chief Financial Officer, John was hired by the Private Equity owner to turn-around financial performance and prepare the company for sale within 4 years. He managed the acquisition and financial integration of multiple entities increasing revenue and improving the breadth of product offerings. John implemented a complete ERP/MRP system, including full inventory control functionality, BOM creation, routings, assembly, and supply chain procedures reducing annual inventory write-off by \$500K. He restructured the company's Balance Sheet and financial burden by eliminating 3rd party debt and converting debt to preferred equity. John championed and drove the implementation of the Theory of Constraints (TOC) on the shop floor improving the manufacturing velocity by 25%. He built a cohesive, high-performance accounting team with a focus on developing each contributor enabling them to achieve personal and professional goals. John also improved the monthly close processes, reducing the close cycle from 25 days to 5, and worked with key customers to secure price increases despite the existence of several LTA's resulting in profit increases of \$6.0M.

Digital Display & Visual Marketing Manufacturer: As Chief Financial Officer, John was brought in by Private Equity owners to improve the timeliness and accuracy of financial reporting and rebuild the finance team. He developed a high-performance finance team resulting in a 5-day monthly close process and converted from the Quickbooks accounting system to a full QAD ERP system. John led the acquisition of a gaming slot machine manufacturing operation with a presence in Mexico. He also integrated the acquisition, transitioning all financial reporting, risk management, and employee benefit programs. John expanded upon the annual budget process to drive more reliable budgeting and forecasting and led the service installation team of 25 installers and 3 Supervisors increasing revenue by \$1M per year.

John Hanssler Partner



Consulting Services: As a Consulting Partner (Private Equity Support), John's key accomplishments include:

- Managed the financial integration of 3 manufacturing entities with a total revenue of \$1.5B.
- Implemented the spin-off of a \$500M Subsidiary of a technology VAR.
- Successfully turned around a distressed market-leading aircraft manufacturer, improving the cash position by \$9MM, reducing inventory by \$30M, reducing Accounts Payable by \$10M, and improving the profitability per unit delivered by over \$100K.
- Designed and implemented a variety of accounting policies and internal control procedures, including revenue and expense recognition, and cash management/cash flow planning and control in accordance with GAAP.
- Developed a first-ever company-wide budget and management reporting process, improving departmental cost controls and departmental alignment.
- Ensured proper use of Generally Accepted Accounting Principles with regard to revenue and cost recognition.
- Improved monthly close processes at several organizations while improving internal control and enhancing the reliability of financial statements.
- Implemented cost containment/control measures resulting in the consolidation of 6 manufacturing facilities into 1 and the sale of a distribution company.
- Analyzed/improved acquisition target company budgets resulting in a more accurate valuation.
- Created Operational/Financial scorecard leading to 12% efficiency improvement.
- Led numerous system implementations/conversions (Oracle, Navision, Great Plains Dynamics).
- Developed/executed 100 Day Business Improvement Plan improving business effectiveness and profitability by over \$6.0M.

SEATONHILL™

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