

Brian Lane
Partner



Select Executive Experience

Visioneering Technologies, Inc.
(2018-2024)

Chief Financial Officer

1Path (2014-2018)

Chief Financial Officer

PRGX Global, Inc. (2011-2014)

Vice President, Controller

Altisource Portfolio Solutions
(2008-2009)

Chief Accounting Officer

Atlanticus Holdings Corporation
(formerly Compucredit) (2005-2008)

Controller, Credit Cards

Blimpie International, Inc. (1998-2005)

Chief Financial Officer

EY (1984-1995)

Audit Senior Manager

Core Competencies

M&A and Divestitures

IPO, Spin-off, and Go Private
Transactions

ERP Selection and Conversion

Near Shore and Offshore Management

Investor and Board Relations

HR, Compensation, and Employee
Benefits

International Supervision

Financial Reporting and Controls

Executive Profile

Brian is a Partner on the Southeast team of SeatonHill. Mr. Lane is a seasoned CFO with an extensive track record of strong financial results in an array of public and privately held organizations of varying sizes. He has served as CFO of a private equity-backed company and CAO of multiple public companies. Brian successfully built his career foundation on 11 years with EY, landing six new clients in one year and managing 3 clients through the IPO process. His expertise spans numerous sectors, including manufacturing, distribution, SaaS, technology, professional services, and restaurant franchising.

Industry Experience

Private Equity

International

Big 4

Manufacturing and Distribution

SaaS

Technology

Professional Services and Consulting

Restaurant

Education & Certifications

**Bachelor of Business Administration in
Accounting**, University of Georgia

CPA, State of Georgia



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.

Brian Lane
Partner



Key Experience

Public Medical Device Company: As Chief Financial Officer, Brian managed Finance, Treasury, HR, Legal, Quality, and Regulatory functions. He aided company growth, achieving a 62% CAGR through 2021 while simultaneously reducing OpEx by 39% from its peak in 2018. Brian expanded the company's international footprint to Australia, New Zealand, Europe, Hong Kong, Singapore, Canada, Malaysia, the Middle East, and Vietnam, significantly increasing market reach. He also led a strategic restructuring during COVID-19, cutting the workforce by 50% and lowering cash burn by 80% through salary-to-equity conversions and inventory optimization. Brian secured critical funding, including a PPP loan, ERTC funds, and multiple financing rounds. He was appointed acting CEO by the Board following the CEO's resignation in January 2022, stabilizing operations until a permanent CEO was hired in October 2023.

PE-owned Managed IT Services Firm: Brian served as Chief Financial Officer for this \$180M private equity-owned services firm specializing in Managed IT/SaaS, Field Services, and Building Technologies across North America. He managed 30+ people in Finance, Treasury, HR, Legal, Purchasing, and Regulatory functions. Brian orchestrated the sale of the company, generating a 250% increase in shareholder value from June 2015 through October 2017. He helped grow revenue from \$53M to \$180M and EBITDA from \$5M to \$26M in EBITDA in three years through mergers, acquisitions, and operational improvements. Brian rebuilt the finance team, hiring a new Controller and enhancing processes to restore morale and generate efficiencies. He also scaled operations from 250 employees to over 1,000 employees and 3,000 independent contractors in all 50 states, exceeding expectations by hiring 60 employees in one month. Brian integrated five entities simultaneously, optimizing operations and streamlining financial processes. He acquired two companies totaling \$16M of revenue, expanding market share and recurring revenue. Brian negotiated improved payroll and benefits agreements, reducing costs by \$200k annually and simplifying commission structures, saving over \$600k annually without sales staff turnover. He implemented an ERP system, reducing monthly close by over two days and improving accuracy. Brian launched a near-shore services platform, expanding talent resources and saving \$1.5M annually.

Public Advisory Services Company: Brian served as Vice President and Controller for this \$200M public company that provides recovery audit, business analytics, and strategic consulting services to retail and healthcare entities across 31 countries. He managed 30+ people in Finance, SEC reporting, and Controllers in Canada, Mexico, and England. Brian transformed investor communications, earning praise from the CEO, CFO, and Board by making annual and quarterly reports clearer and more informative. He also led due diligence and integration of a \$12M acquisition, ensuring a smooth transition and accurate financial reporting.

Public Franchised Restaurant and Retail Brands Company: Brian served as Chief Accounting Officer for this \$45M public company of franchised restaurant and retail brands. He relocated finance functions from NY to GA, reducing finance staff by 50% while improving efficiency and deliverable quality. Brian restored SEC compliance by resolving audit issues, strengthening internal controls, remediating material weaknesses, and filing overdue 10-K and three 10-Q reports within two months. He also contributed to a \$10M increase in the company's sale price by providing insightful financial analyses to potential buyers.

Select M&A Activity

Public Medical Device Company: led sale process that generated a favorable offer.

PE-owned Managed IT Services Firm: led sale from one PE firm to another PE firm. Merged with one company, acquired three companies, and integrated all entities.

Public Advisory Services Company: participated in sale process that generated a favorable offer. Acquired & integrated one company.

Public Franchised Restaurant and Retail Brands Company: participated in sale of public company to a private equity company.

Public Specialty Financial Services Company: led spin-off of three divisions into a separate public company.

Public Franchised Restaurant Company: led sale of public company to a private equity company.

Public Hardware Company: participated in sale process that generated a favorable offer from a Fortune 500 company. Led merger and integration with a competitor.

SEATONHILLTM

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