

Bill Chui
Partner



Select Executive Experience

GrandCare Health Services (2018–2025) Chief Financial Officer / Board of Directors
Riedon (2022–2023) Contract Chief Financial Officer
BPO Solutions (2009–2015) Co-Founder
Yahoo! (2007–2008) Operations Finance Senior Manager
Westfield (2004–2006) Strategic & Financial Planning Lead Analyst
Cargill (2001–2003) Strategy & Business Development Associate

Core Competencies

Financial Planning & Analysis
Mergers & Acquisitions
Sell-Side Transaction Execution
Due Diligence
Quality of Earnings Support
Exit Preparation
Search Engine Marketing (SEM)
Pay Per Click (PPC) Monetization
ERP Implementations such as SAP
Revenue Cycle Management (RCM)
Profitability & Margin Improvement
Cash Flow & Liquidity Management
Financial Reporting & Controls
KPI Development
Performance Management
Growth Strategy
Board & Executive Advisory

Executive Profile

Bill is a Partner on the West team of SeatonHill. He is an entrepreneurial Chief Financial Officer and board member with more than 20 years of experience helping healthcare, technology, manufacturing, real estate, and other complex organizations improve performance, strengthen financial operations, pursue growth, and prepare for successful transactions. His background includes leading a healthcare company through a competitive sale to a publicly traded acquirer, preparing a manufacturer for acquisition, and co-founding and scaling a digital marketing business to more than \$10 million in annual revenue. Bill combines operational finance, strategic planning, transaction execution, and team leadership with a practical, data-driven approach. Throughout his career, he has improved margins and cash flow, rebuilt finance organizations, developed performance metrics, evaluated acquisitions and divestitures, and advised executives on decisions affecting long-term value.

Industry Experience

Big 4
Healthcare
Manufacturing
Technology
Digital Media
Real Estate
Commodity Trading
Financial Services
Utilities

Education & Certifications

Master of Business Administration
in Finance and Economics
University of Chicago Booth School of Business

Bachelor of Science in Computer Science
University of California, Irvine



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.

Bill Chui
Partner



Key Experience

Home Health Services Provider: As Chief Financial Officer and a member of the Board of Directors of a specialized provider of physical therapy and home health services focused on orthopedic rehabilitation, Bill strengthened the executive team and finance function while positioning the organization for a successful acquisition by a publicly traded healthcare company. He led a competitive sale process involving three bidders, coordinated transaction activities, and helped balance the priorities of owners, employees, and the acquirer. During his tenure, Bill implemented performance metrics, improved gross margins by 5%, increased operating cash flow by 14% by resolving revenue-collection bottlenecks in eligibility, authorizations, medical coding and billing. Bill upgraded financial talent and systems, and secured financing to maintain business continuity during COVID-related liquidity disruption.

Precision Manufacturer of Custom Resistors: Serving as Contract Chief Financial Officer, Bill improved financial controls and reporting to prepare the company for acquisition. He directed financial, operational, and legal due diligence and worked closely with the acquirer's CFO, a quality of earnings firm, legal counsel, and operating teams through the transaction process.

Digital Marketing Company: As Co-Founder, Bill bootstrapped and scaled an online marketing company from inception to more than \$10 million in annual revenue and generated more than \$6 million in distributions to its founders. He won key digital media clients, recruited a partner who established an offshore engineering team in Shanghai, and helped build a high-performance culture with strong employee engagement and retention.

Global Digital Media & Technology Company: As Operations Finance Senior Manager, Bill managed financial and strategic planning for a search engine marketing business with more than \$3 billion in revenue. He developed metrics and quality-based pricing of media partners to measure and improve digital traffic quality. Bill also evaluated acquisition targets intended to expand the business.

International Retail Property Organization: Bill led financial and strategic planning analysis for a portfolio of more than 50 shopping centers valued at over \$1 billion. He analyzed growth initiatives associated with new developments and evaluated potential acquisitions supporting expansion of the organization's retail property portfolio.

SEATONHILLTM

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