

## Roger Tannery Partner



### Select Executive Experience

**SeatonHill Partners (2015-Present)**  
Interim CFO

**Servery, Inc/Cyphre, LLC (2013-2015)**  
Chief Financial Officer / VP Finance

**BBN Holding, LLC and The Beverly Group (2009-2013)**  
Executive Vice-President/CFO Principal

**Universal Power Group, Inc (2007-2009)**  
Chief Financial Officer / Consultant

**ProAlliance Consulting Group (2003-2006)**  
Consultant / Interim roles as Chief Executive Officer

**CTX Mortgage Company (1998-2003)**  
Vice-President, Finance

### Core Competencies

Financial / Operations Management  
Budgets / Cost Controls  
Strategic Planning / Problem Resolution  
Strategic Alliance Development  
Supply Chain Management  
Profit and Loss Responsibility  
Acquisitions/Mergers and Integration  
International Trade  
Start-Ups  
Growth and Turnarounds

### Executive Profile

Roger Tannery is a Partner in the Dallas office of SeatonHill. Roger is a hands-on executive with visionary leadership skills. He is a versatile and seasoned professional accomplished in all phases and strategies involving start-ups, growth, turnarounds, mergers / acquisitions, due-diligence, bankruptcies, workouts, high leverage situations, treasury, and supply chain management. Roger has experience in Agriculture, construction/contracting, manufacturing, aviation, transportation, medical, retail, services, and import / export (e.g. Pacific Rim / Mexico). He has significant interaction with venture capital groups and financial community providing IPO and multi-phase private placement equity / debt funding and exit strategies. Roger is also experienced in SEC reporting including 10K, 10Q, 8-K & S-1 filings.

### Key Experience

**Business Brokers Network Affiliate:** As CFO, Roger managed and directed all finance and treasury activities for this start-up technology innovator/computer manufacturer/distributor/secure data storage provider. He was responsible for organizing and developing finance and accounting group and acted as liaison for interaction with the finance and banking communities. Roger also managed investor relations through a successful \$20 million private placement offering and coordinated four years of external audits.

**Publicly Traded Import Distributor:** Roger managed and directed all finance and treasury activities for \$120+ million publicly held (AMEX) import distributor and provider of third-party fulfillment services. He was responsible as liaison for interaction with the finance and banking communities, investor relations, outside auditors and shareholders. He also analyzed and negotiated with acquisition candidates, developed, and participated in investor presentations, road shows and

Continued

### Education & Certifications

**BBA, Accounting**  
University of North Texas

**CPA**  
State of Texas

**Texas Real Estate License**

**Certified Business Broker**

# SEATONHILL™

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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.

**Roger Tannery**  
Partner



## Key Experience

quarterly earnings calls. Roger completely reorganized and developed finance group, automated external and internal reporting and developed analytical processes and metrics. He managed preparation of quarterly 10-Qs, annual 10-Ks, 8-Ks, proxy statements and other regulatory reports. He prepared 10-Ks and 10-Qs for parent and spin-off subsidiary and prepared consolidated & deconsolidated financials for SEC public company reporting, resulting in reduced monthly close and reporting process time including annual audit process. Roger also managed implementation of Sarbanes-Oxley compliance and implemented meaningful budgeting and cash flow monitoring procedures.

**Mortgage Company:** Roger managed and directed various financial activities including quarterly and annual consolidated financial reporting of parent and various group subsidiaries. He developed, automated, and implemented internal and external financial reporting processes and produced rolling interim forecasts. He also coordinated, produced, and monitored annual budget for over 200 retail sites and over 80 support groups. Roger was involved in evaluation process for selecting new budgeting and financial reporting software and other systems improvements. He developed data for and prepared quarterly 10-Q, annual 10-K, and other regulatory reports. Roger streamlined and automated consolidated financial reporting process, reducing process from 7-10 days each quarter to 2-3 days, a 70% improvement in efficiency plus enhanced employee morale and improved accuracy and eliminated restatements. He also revised the method for reporting that revealed over \$1 million in available unused cash resulting in freeing up over \$1 million in idle cash and correcting the process that was continuing to accumulate unused cash which identified areas of potential regulatory fines. Roger was significantly involved in initiation and coordination of total re-engineering of cash receipts and

invoice processing for third party activity affecting over 200 branch locations, resulting in over \$2 million savings annually by capturing missed reimbursements due which reduced branch staffing and reduced headquarters processing time 25%.

**Charter Airline:** Roger directed strategic operational and financial activities for profitable international passenger, freight and ambulance airline with scheduled and on-demand charter service generating over \$15 million in revenues. He grew the business from single aircraft to the dominate air ambulance carrier in the U.S., operating 24 jets and multi-engine aircraft along with a turbine engine and airframe maintenance base. Roger managed company's strategic entry into the Mexico market and successfully negotiated and opened door for air ambulance business originating in Mexico. He also doubled air ambulance business in six months, providing "unofficial exclusivity" to several geographic regions in Mexico. Roger initiated the plan to operationally integrate pilot training process and develop sustained resource for new pilots, which lowered co-pilot costs on freight runs by 30%, cut recruiting costs to \$0, and built-in efficiencies provided additional training savings. Roger developed operations and financial plans for the successfully pioneered equipment utilization unique to the industry. Most notably, he increased revenues by 25% and profits 50%.

**Private Holding Company:** Roger directed strategic planning and management for profitable diversified private holding company generating revenues over \$40 million. The portfolio included interests in manufacturing, retail, services and distribution of specialty chemicals, veterinary medicine, oil and gas, real estate, and multi-unit pharmacy/medical equipment operations. He developed acquisition, integration and exit strategies along with operational and financial plans. He also provided operational base with variety of portfolio, steady earnings, growth and return on investment.

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