

## Jeffrey Beard

Partner



### Select Executive Experience

**Professional CFO (2006-Present)**  
Engagements with Private and PE Clients

**Zeal Creamery (2023-2024)**  
CFO & Board Advisor

**The Lighting Quotient (2022-2023)**  
Chief Financial Officer

**Archer Education (2018-2021)**  
Interim CFO 7 Advisor

**Royal Power Solutions (2017-2018)**  
Chief Financial Officer

**Tri Corporation (2015-2017)**  
Consultant

**Swan Products (2013-2015)**  
Chief Financial Officer

**Adventure Interactive (2011-2013)**  
Chief Financial Officer

**Young America Corporation (2006-2011)**  
President, COO & CFO

**The Stanley Works (2001-2006)**  
CFO (divisional) & Director of Global FP&A

### Core Competencies

Private Equity

Accounting

Financial Planning & Analysis

KPI

Restructuring

Cash Flow

ERP

Due Diligence

M&A

Audit

Operations Planning

### Executive Profile

Jeffrey is a partner on the Northeast team of Seaton Hill. Mr. Beard is a highly accomplished CFO who provides strategic leadership for private equity assets and privately owned companies in various stages of the ownership lifecycle. He is skilled in designing and executing financial and operational strategies that optimize cash flow and drive value. Jeffrey has led multiple management teams across numerous industries including Manufacturing, Consumer Goods, Internet Marketing, Business Process Outsourcing and Higher Education. He is an innovative leader and strategist known for implementing creative solutions to complex issues.

### Industry Experience

Manufacturing

Consumer Goods

Internet Marketing

BPO

Higher Education

Consulting

### Education & Certifications

**Master of Business Administration Degree**  
University of Virginia (Darden School of Business)

**Bachelor of Engineering**  
Duke 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

**Dairy Manufacturer:** Jeffrey served as CFO/Board Advisor/Investor Zeal for this CPG company that specializes in the branding, sourcing, logistics, and development of premium dairy products in the natural food and upper-end grocery channels. Jeffrey implemented several analytical models to identify areas of profitability improvement around lower-cost product sourcing alternatives, logistics optimization, and marketing efficiencies. He recovered \$200k+ in distributor deductions through dispute resolution and missing invoice submittals and developed a strategic plan to improve operating margins by 15%+ by continuing to diversify the supply base, adding new higher-margin SKUs and freight enhancements through retailer partnering. Jeffrey created the 2023 and 2024 Operating Plans from a zero-base level and reconciled the financial system to accurately account for P&L and balance sheet accounts. He was also critical in negotiating a merger agreement with a larger competitor and implementing a 75-day integration plan.

**Commercial Lighting Manufacturer:** Jeffrey was engaged as the CFO to establish financial processes/controls, manage external stakeholders, build a team to support the business, and prepare the company for a potential transaction event. He built an administrative team including the hiring of a Controller, 2 Staff Accountants, and a Director of HR. Jeffrey led the efforts to successfully complete the 2021 financial audit by reconstructing the monthly financial statements and reconciling all major accounts. In addition, he put in place financial controls (account reconciliations, inventory management, chart of accounts re-mapping, and management reviews) to ensure accurate reporting and reduce the monthly close cycle from 5 weeks to 10 days. Jeffrey also managed relationships with an external audit firm and primary debt holder to re-negotiate a 2-year extension on the company's primary debt facility. He managed keep the business cash solvent by driving working capital improvements (reduced past due AR by 80%+ and increased AP days by 8) and rationalizing the cost structure to the revenue outlook.

**PE-backed Internet Education Marketing Company:** Jeffrey was engaged as the CFO to both guide the company through a potential sale process and evaluate strategic value-added partnerships. He worked with the management team on the go-to-market strategy for the company, including: investment banking support, creation of financial/presentation materials, acquirer target list selection, and deal valuation. Jeffrey evaluated the potential valuation impact of several key mergers and acquisitions between the company and the largest competitors within the education lead generation market and created the financial profile and KPIs for a new line of growth business expanding the company services into long-term lifecycle categories.

**Jeffrey Beard**  
Partner



**Auto Parts Manufacturer:** Jeffrey was engaged as CFO for this recently acquired automotive parts manufacturer in a newly created position to improve operating performance, evaluate M&A opportunities, and convert the financials to GAAP accounting. He worked with the executive team to achieve a first year EBITDA improvement of 17%. Jeffrey also created the KPI matrix of the primary profitability and growth drivers of the business. He implemented a SKU-based product costing model through the ERP by utilizing material pricing, process mapping/time studies, labor/overhead rate calculations and scrap offset recovery percentages. This led to the creation of a customer profitability matrix to facilitate the focus of commercial operations on low-margin opportunities. He managed all financial aspects to support the strategic move of operations from Chicago to Mexico; a project that yielded a projected unit cost reduction of 40%+ and expanded capacity by 75%+. He successfully transformed the company to GAAP compliance from a cash accounting basis and performed financial due diligence and transaction facilitation on an acquisition of a primary competitor.

**Specialized Consulting Firm:** Jeffrey served as a CFO consultant to provide insights to Fortune 500 corporate clients in the areas of financial education, supply chain management, global economic trends, risk analysis, and operational excellence. He consulted with senior-level executives on profitability improvement projects and the implementation of valuation tools/KPI metrics. Jeffrey delivered educational programs in financial acumen, growth analysis, operations productivity, cash management, and risk assessment to all levels of company leadership. He also created and designed learning courses for high-potential employee development programs.

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