

Select Executive Experience

SeatonHill Partners (2019-Present)

Partner

Phyre Technologies (2006 -2019)

CEO, CFO

MARCOA Publishing Inc. (2000-2006)

President (Controller 1999-2000)

SOMC Group (1997-1999)

Controller

Stuart Robertson

Partner



Core Competencies

CFO/CEO

Modeling

Cash Forecasting

FP&A

Healthcare RCM

Acquisitions

Strategic Planning

DoD, SaaS

Compliance

Equity Funding

Talent Acquisition

Retail

Legal and Intellectual Property

Executive Profile

Stuart Robertson joined the Dallas office of SeatonHill in 2019 and has over 25 years of finance and operational experience across multiple industries including healthcare, aerospace/defense, government contracting, publishing, advertising, and retail. He has extensive experience with private equity backed firms managing cash and exceeding investor ROI goals, in addition to navigating through acquisitions where he led financial, legal review, and term negotiations. Prior to joining SeatonHill, Stuart led a successful aerospace engineering development firm with several Fortune 500 customers. This position afforded Stuart the opportunity to work in the areas of private fundraising, intellectual property protection and transactions, as well as almost 15 years of government accounting and contracting. He previously led a national firm specializing in print advertising and publishing with offices in multiple states. Stuart also has 6 years of retail experience leading an accounting department for a regional multi-location retail chain.

Industry Experience

Commercial real estate management

Retail (Multi-State)

Publishing / Printing

Aerospace

Government Contracting

Healthcare

Outpatient specialty care

Inpatient and long-term care

Urgent Care

SEO focused Advertising agency

SaaS

Pediatric Mental Health App

Agentic AI

Education & Certifications

BS, Business Administration

Accounting

San Diego State University

CMA

Institute of Management Accountants



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

SeatonHill Partner Engagements:

Outpatient Physical Therapy chain: As CFO, for a PE backed multi-state Physical Therapy practice. Stuart was brought in to improve systems and processes, particularly in the RCM arena. Since then, as part of the leadership team, has assisted in the expansion into new regions with acquisitions and organic growth. Stuart is responsible for all Accounting and Finance functions and has led the initiative to expand banking relationships to further future growth.

Ink Content Inc.: As CFO for this start up SaaS company that provides two AI based products. The first uses AI co-writing and SEO assistance to improve SEO scoring and ranking, The second product SmythOS is an AI Agent operating system allowing for significant operational efficiency improvements. Stuart has played an integral role spearheading the firm's strategic vision and funding efforts, including a successful round of outside funding. He developed and implemented all accounting and financial analysis policies and procedures, in addition to managing the firm's daily HR, cyber security, and legal functions. Special projects include developing the modeling and reporting for multiple subscription based SaaS revenue streams.

TBI Rehabilitation Provider: As CFO, Stuart led the development of the entire accounting department, policies and procedures for a new PE backed portfolio company. This included two major acquisitions, including integration of existing accounting departments across multiple states. He led the modeling and FP&A functions for multiple revenue streams and payor sources.

Edgy Labs, LLC: As CFO for a SEO focused advertising agency for Fortune 100 companies. Stuart has led not only the Accounting/Finance team, but also oversees HR, Legal and Cyber/Systems Administration. He also led the financial aspects of selling a portion of the Company to an international Media conglomerate including managing tax and transaction questions. He has overseen Revenue growth of 180% over the past 3 years.

Urgent Care Provider.: As CFO for a regional multi location urgent care provider, Stuart focused on development of all accounting and finance policies and procedures while bringing in house all back-office functions. Developed modeling and reporting systems while also assisting in raising additional private equity investment.

Stuart Robertson

Partner



Phyre Technologies, Inc.: As CEO and CFO for this aerospace engineering research and development firm focused on oxygen removal from liquids and gasses, Stuart was responsible for the strategic and operational performance of finance, business development, and sales execution. He spearheaded efforts that matured two primary technologies that allowed for licensing and sale that resulted in shareholder ROI exceeding 18x. Stuart forged long-term relationships with Fortune 500 companies, banks, attorneys, and customers, and was a key contributor to FAR compliance efforts. He also negotiated and finalized terms for contracts with government and Department of Defense (DoD) clients including U.S. Army, Navy, Air Force, and Joint Aircraft Survivability that generated \$10 million in operating capital. Stuart garnered private equity funding for technological initiatives and increased shareholder investment by 125%.

MARCOA Publishing: As CFO for this privately held print advertising publisher, Stuart managed various facets of the business including finance, sales and marketing, and business strategy. He oversaw day-to-day activities, P&L, and served as a catalyst for ongoing growth and development. Stuart was accountable for \$16-18 million in revenue and over 200 employees dispersed over 30 states in 10 offices. He designed and implemented initiatives driving employee engagement and retention, customer satisfaction, the transition to online publishing, process improvement, and Chamber of Commerce relationships. Stuart expanded offices and markets by 40% and increased sales by 50% while reducing production costs by 23% and head count by 33%.

SEATONHILL™

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