

Kim Kraft
Partner



Select Executive Experience

Accurate Matters, LLC (2025-2026)
CFO Consultant

American Promotional Events, Inc. (2012-2023)
Executive Vice President & Chief Financial Officer

Anderson Press, Inc. / CRG Holding, Inc. (2016-2023)
Chief Financial Officer

MidSouth Vending Services, Inc. (2016-2018)
CFO Consultant

Waffle House, Inc. (2005-2012)
Executive Vice President & Chief Financial Officer

Core Competencies

Cash Flow & Capital Management

Banking & Credit Facilities

Operational Improvement

Multi-Entity Consolidations

Board & Investor Reporting

Risk Management & Compliance

M&A Evaluation & Integration

Executive Profile

Kim is a Partner on the Southeast team of SeatonHill. She is a seasoned financial executive with more than 30 years of experience leading finance, operations, and strategic initiatives for middle-market and privately held companies. Kim has served as Chief Financial Officer, Executive Vice President, board advisor, and consultant across retail, consumer products, financial services, and banking. She brings deep expertise in financial leadership, capital structure, and operational transformation, with a track record of leading complex, multi-entity organizations, negotiating and restructuring credit facilities, and driving performance improvements through disciplined financial planning and KPI development. Her experience spans oversight of accounting, treasury, legal, HR, IT, and risk management functions, enabling organizations to operate with stronger controls and greater visibility. Known for her pragmatic leadership style, Kim partners closely with owners, boards, and executive teams to enhance profitability, improve cash flow, and position companies for growth, transition, or exit.

Industry Experience

Consumer Products

Retail & Multi-Location Operations

Food Service & Franchise Systems

Financial Services & Banking

Manufacturing & Distribution

Private Companies & Family-Owned Businesses

Lease Negotiation & Real Estate Strategy

Organizational Leadership

Education & Certifications

Master of Business Administration
Duke University

Bachelor of Arts, Economics & Finance
Kennesaw State 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.

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Key Experience

Large-Scale Consumer Products & Retail Organization: As Executive Vice President and CFO of the largest consumer fireworks distributor in the US, Kim led financial operations across a complex, multi-entity structure with thousands of seasonal retail outlets and international sourcing operations. She oversaw consolidated financial reporting, banking relationships, legal and risk management functions, and enterprise-wide operational support. Kim implemented KPI-driven performance management by sales channel, enabling improved margin visibility and cost control. She streamlined accounting processes to deliver timely reporting across more than 100 monthly P&Ls and enhanced board reporting to support strategic decision-making. Kim also developed acquisition evaluation frameworks to ensure disciplined capital deployment and ROI achievement.

Franchise & Multi-Unit Restaurant Enterprise: As EVP and CFO, Kim led all corporate functions outside of restaurant operations, including finance, IT, legal, real estate, and risk management across more than 1,600 locations. She played a key leadership role in acquiring major franchisees through bankruptcy proceedings, completing transactions with no cash outlay while renegotiating debt and lease terms. Her efforts resulted in meaningful cost savings, including significant reductions in lease expense and interest obligations. Kim also implemented cash and capital budgeting processes, strengthened franchise financial oversight, and developed structured approaches to franchise transitions and real estate evaluation.

Vending Services Company: Kim served as CFO consultant to a vending services company, where she identified operational inefficiencies and implemented a turnaround plan that restored profitability. She partnered with ownership to reposition the business and ultimately supported a successful sale to a strategic buyer, generating a strong return on investment.

International Operations & Investment Oversight: As Chairman of a UK-based portfolio company, Kim provided governance and financial oversight, working closely with management to guide operations and performance. She helped facilitate the eventual exit through the sale of the ownership stake, aligning stakeholder objectives and maximizing value.

Board Engagement & Governance: Throughout her career, Kim has worked closely with boards of directors, audit committees, and ownership groups. She has enhanced governance practices, improved financial transparency, and strengthened communication between management and stakeholders. She currently serves on a bank board valuation committee and has been actively involved in academic and advisory roles, further contributing to leadership development and strategic insight.

SEATONHILLTM

SeatonHill Partners, LP
777 Main Street, Suite 600
Fort Worth, TX 76102

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For more information contact:

Kim.Kraft@SeatonHill.com