

John Haney
Partner



Select Executive Experience

Armanino Corporate Finance & Restructuring (2024-2025)
Independent Corporate Finance Consultant

MacroFab, Inc. (2022-2023)
Independent Corporate Finance Consultant & Manager

International Services, Inc. (2019-2021)
Senior Business Consultant

Air Center Helicopters, Inc. (2018-2019)
CFO

Texas Gulf Energy (2011-2018)
CFO & Independent Corporate Financial Consultant

BenefitMall
Corporate Finance & Budgeting Manager

The Geneva Companies (Citigroup)
Vice President

PricewaterhouseCoopers, LLC
Associate, Business Valuation

Core Competencies

Turnaround Consulting
13 Week Cash Flow
Strategic Planning
Liquidity Advisory
Mergers and Acquisitions
Process Improvement
Financial Modeling
Project Management
Budgeting and Forecasting
Due Diligence
Banking Relations
Mentoring
SEC Reporting
Business Valuation
WIP Management

Executive Profile

John is a Partner on the Texas South team of Seaton Hill. He is a dynamic CFO and finance consultant with over 20 years of experience driving growth for sub-\$200M revenue companies in the manufacturing, tech, and energy sectors. John is skilled in financial modeling, M&A, and banking relations, and has recently secured \$62M in capital raises, led turnarounds for distressed firms, and ensured SEC compliance for public companies. John also contributed to turnaround management and restructuring engagements for complex organizations, including a \$40 million revenue modular building manufacturer and multiple public companies in the pharmaceutical and software industries.

Industry Experience

Private Equity
Big 4
Energy Services
Manufacturing
Technology

Education & Certifications

Master of Business Administration in Operations & Finance
Southern Methodist University

Bachelor of Science in Economics
Vanderbilt 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.

John Haney
Partner



Key Experience

Consulting Engagements: As an Independent Corporate Finance Consultant and a Senior Business Consultant, John's achievements included:

- Led turnaround for a \$40M modular building manufacturer, implementing 13-week cash flow models and improving liquidity by 15% as interim controller.
- Managed wind-downs for public pharmaceutical and software firms with foreign subsidiaries, negotiating debt reductions to enable solvent shareholder distributions.
- Prepared bankruptcy schedules for prepackaged Chapter 11 filings, streamlining compliance.
- Post-acquisition cleanup for a California agricultural firm, enhancing billing processes.
- Improved SMB financial and operational performance, boosting cash flow by 20% and sales efficiency by 10% through process enhancements.
- Advised entrepreneurs on scaling operations, focusing on finance and cash management.

Electronics Manufacturing Company: John secured \$42M Series C financing from Edison Partners, Foundry, and BMW i Ventures, and \$30M in venture debt/revolver from Trinity Capital and Pacific Western Bank. He managed budgeting and variance reporting, reducing cash burn by 10% in a high-growth startup. John also delivered monthly BOD presentations and ad hoc financial models for large sales deals.

Aviation Company: As Chief Financial Officer, John streamlined the audit process for a \$10M transaction, ensuring GAAP compliance and cutting the audit timeline by 30%. He also educated staff and auditors on complex accounting issues, optimizing financial reporting.

Energy Company: As Chief Financial Officer and Independent Corporate Finance Consultant, John led the turnaround of a \$25M public construction firm via divestitures and reorganization in addition to implementing controls and amending SEC filings (10-K, 10-Q, 8-K). He also improved accounting team efficiency by 25% through process enhancements.

Broker Benefit Company: As Corporate Finance and Budgeting Manager, John restructured \$35M facility to a staggered term loan and secured a \$17M revolving credit line with Comerica Bank. He also led financial modeling for acquisitions, enhancing data-driven decision-making.

SEATONHILL™

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