

José G. Catão
Partner



Select Executive Experience

Ideal Protein (2019-present)

CFO

JGC Advisory (2019-present)

Principal

WW International (2005-2019)

CFO, VP Finance, VP Business Development and Strategy

Pepsico Inc. (1994-2004)

VP Financial Planning & Strategy, VP Finance, CFO, Director of Strategic & Financial Planning, Manager of Corporate Strategic Planning

McKinsey & Company Inc. (1989-1994)

Senior Associate/Engagement Manager

Evonik S.A. (1986-1987)

Planning and Control Senior Analyst

Core Competencies

Consumer Goods

Food and Beverage

Health and Wellness

B2C SAAS

Retail

B2C and B2B2C business models

Manufacturing

Licensing Businesses

Pharma

Fluent in English and Portuguese,
good comprehension of Spanish and French

Executive Profile

José Catão is a partner in the New York office for SeatonHill. Mr. Catão is a highly accomplished, senior financial executive with vast expertise in strategy, operations, forecasting, FP&A, reporting, M&A, international finance, and treasury. As an experienced CFO, with a demonstrated history of working in fast moving consumer goods, health, wellness, and fitness industries. Jose has an extensive background, with over 3 decades of key leadership experience across North America, Latin America, Europe, and Asia. He brings a strong strategic background with a broad business perspective for dealing effectively with both the big picture and the small details, forging close relationships with team members at all levels, managing multiple tasks and thriving in complex environments with multiple priorities. José focuses on building a detailed understanding of business models, profit drivers and operating, and financial risks.

Education & Certifications

MBA

Fuqua School of Business, Duke University

BE Faculty of Engineering

McGill University

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For more information contact:

jose.catao@SeatonHill.com



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

PE Backed Weight Loss Products Company: As CFO, Jose led all aspects of finance (FP&A, accounting, and treasury) and technology for a \$130 million PE Backed company focused on weight-loss products through medical channels (B2B2C). Partnering with the CEO and leadership team, Jose developed strategy and implemented business plans and operating initiatives. He also developed KPI reporting to deliver greater performance insights to operating management as well as Board, and key, successfully upgrading the finance organization and developing analytics, processes, and controls. Mr. Catao led discussions and negotiations with syndicate of lenders, including working with Restructuring Advisors to seek secondary financing and Investment Bank to run the company sale process.

Advisory Board: Member of Advisory Boards, fractional CFO and Consultant to two start-ups organizations.

Publicly-traded, Weight Loss Company: For nearly 15 years, Jose held multiple key positions in strategic leadership roles including VP Finance, International CFO, and VP Business Development and Strategy for this industry leading company. As VP of Development and Strategy, He led business development efforts in the identification, evaluation and due diligence of acquisitions and exploration of partnership opportunities.

As CFO International, Jose Provided leadership on cross-market initiatives and key operational projects, securing alignment and cohesion for digital market launch prioritization, regional cost savings, and other initiatives. He worked with local teams to build, develop, model and articulate growth strategies while building their understanding of business outlook.

As VP of Finance, Jose led financial analysis, modeling and decision making on a range of issues such as optimal price points and promotional strategies, evaluation of licensing deals, and integration of the business. He led Tax, Treasury & Board / Investor Relations and worked on debt refinancing. He prepared communications for Board of Directors, Private Equity holding company and for earnings calls and investor roadshows.

Publicly-traded Food and Beverage Corporation: For a decade, Jose served in multiple key leadership roles including VP Financial Planning & Strategy, VP Finance, CFO International, and Director of Strategic and Financial Planning for this multi-billion dollar, industry leading corporation. As VP of Financial Planning & Strategy, he led a \$2 billion division, focusing on marketing, sales, and manufacturing in North America. Jose was responsible for the direction of planning processes, financial forecasts, and strategy of North American business.

As CFO International, Jose led a \$400 million International business focused mostly on Europe and Asia, leading Finance function of 65 employees. He played a key role in driving double digit volume growth and profit turnaround (from \$6 million loss to \$11million profit in two years) setting the foundation for continued profit improvement. Jose provided counsel to General Management and drove key processes, including capital investments, productivity initiatives and management of portfolio, including FX exposure, to ensure delivery of financial targets.

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