

Nick Vadala

SeatonHill Partner

CORE COMPETENCIES

CFO with CEO, COO, and Board Experience • Change | Growth | Exit Business Stages • Public | Private | Investor-backed Companies • Technology | Professional Services | Marketing & Media Services Industry Experience • Process Design | Digitization | Change | Audit Ready • Buy and Sell Side Due Diligence • Business Transformation • Building Shareholder Value

EXECUTIVE PROFILE

Nick Vadala is a partner in the Boston office of SeatonHill. He has 30+ years of experience in executive roles in public, private, and investor-backed companies, and has career-long experience in technology-driven service organizations in growth, change, and exit stages. Nick's experience has given him the skills to analyze key business drivers, solve challenges in complex situations, and develop strategies to sustain and grow profitability. He has led cross functional teams in all areas of an organization with the ability to evaluate, mentor, and motivate high performing teams. His work has given him the opportunity to develop strong board, investor, and client presentation skills, and most importantly, the capability to leverage the critical business metrics that drive scale and operational excellence.

KEY EXPERIENCE

Public Company Growth & Integration

- **GroupM:** As **CFO** Nick led the post earn-out integration of the US search marketing business within the public entity and the subsequent merger of all GroupM's search and social media agencies into one business unit. The firm grew from \$18M of fees to over \$100M of fees and \$1B of billings with 8 offices and 450 employees across the U.S. and Canada while sustaining and growing operating profits in the 25% - 30% range.
- **Winterberry Group:** As **Managing Director** Nick worked on identifying US acquisitions for Bertlesmann, an \$18B EU media company.

Investor Backed Company Growth & Exit

- **Modiv Media:** As **CFO & COO** Nick established the finance and operations team, developed, and presented forecasting models and board packages that ultimately resulted in raising a funding series and the sale of the company to a strategic buyer 2 years later.
- **National Leisure Group:** Nick was **CFO** for this private investor backed company that developed CRM technology for the leisure travel industry and marketed leisure travel for licensed brands. He joined at mid-stage and managed growth from \$18M to \$100M while building the team, systems, and reporting to handle the growth and sell side due diligence for sale to a strategic buyer.

Private Company Change, Growth, & Turn Around

- **Collective Next:** Nick developed and introduced budget, forecasting, pipeline reporting, pricing models, and segment reporting for this family business. He helped the company gain accountability for performance and sustain profitability within the industry range of 15% - 25%.
- **Echo & Co:** In 18 months, Nick prepared the company for sale, the exit of its majority shareholder, and the unwinding of a merger.
- **JLS:** As **COO** Nick helped the buy-out of a private equity investment, restructure debt, and developed systems and reporting to manage performance, which led to a profitable turn-around.
- **CPS Direct:** As **COO** and **CFO** during a 10-year tenure at this private marketing services and technology company, Nick led the growth strategy and performance measurement that helped the company grow from \$9M to \$25M in fees and over \$100M in capitalized billings. He also identified and negotiated deals with strategic buyers. The company was merged with a competitor.

EDUCATION & CERTIFICATIONS

BSBA & MBA • Suffolk University (Sawyer Business School)

Certificate in Entrepreneurial Management • Babson College

Public Speaking & Business Communications • Harvard Extension School

Currently Adjunct Faculty Member at Suffolk University's Center for Entrepreneurship



SELECT EXECUTIVE EXPERIENCE

Collective Next, LLC [2016-2022]
CFO

Echo & Co. (Sold to Employee Group) [2014-2016]
CEO

GroupM [2011-2014]
CFO

Wesley Partners [2009-2011]
Principal

The Pohly Company [2008-2009]
CFO & COO

Modiv Media (Sold to Catalina) [2007-2008]
CFO & COO

CONTACT

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