

Stuart Robertson

SeatonHill Partner

CORE COMPETENCIES

CFO/CEO • Acquisitions • Strategic Planning • DoD, SaaS • Compliance • Equity Funding • Talent Acquisition • Retail • Legal and intellectual property • FP&A

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 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.

KEY EXPERIENCE

SeatonHill Client - Ink Content Inc.: As **CFO** for this start up SaaS company that provides AI co-writing and SEO assistance to improve SEO scoring and ranking, Stuart has played an integral role spearheading the firm's strategic vision and funding efforts. 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.

SeatonHill Client – 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.

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%

EDUCATION & CERTIFICATIONS

BS Business Administration Accounting • San Diego State University

Certified Management Accountant (CMA) • Institute of Management Accountants



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

CONTACT

PHONE
619.992.0799

LinkedIn
[linkedin.com/in/stuartrobertsoncma](https://www.linkedin.com/in/stuartrobertsoncma)

EMAIL
Stuart.Robertson@SeatonHill.com

SEATONHILL

Offices In:

Dallas-Fort Worth | Los Angeles |
Houston | New York | Denver |
Chicago | Philadelphia | Atlanta |
Phoenix | Boston | London

www.SeatonHill.com