

Jeff Wonsmos

SeatonHill Partner

CORE COMPETENCIES

CFO • Interim Leadership • Mergers and Acquisitions • Cost Efficiencies • Financial Reporting & Consolidation • GAAP Conversion • Team Development/Supervision • Cash Flow & Treasury Management • Audit & Tax Coordination • Systems Implementation • Financial Analysis & Forecasting • Commercial Lease Negotiation • Private Equity Reporting • KPI Focused Financial Modeling • Multi-Location Management • Process Improvements

EXECUTIVE PROFILE

Jeff Wonsmos is a partner in the Dallas office of SeatonHill. He has worked for over 20 years in both industry and consulting leadership roles, with focus on operational accounting and treasury. Jeff has extensive experience partnering with CEOs and owners to provide strategic leadership to enhance financial reporting, cash management, forecasting, and the integration of systems, processes, and personnel. He also has a background in CFO and Controller roles across the construction, healthcare, financial services, technology, manufacturing, retail, wholesale, and distribution industries. He has managed several acquisitions, integrations, and carve-outs. Recently, Jeff served as Interim CFO and Controller for a \$110 million nationwide professional services firm, where he partnered with the CEO to implement a 100-day plan to assess the existing team, processes, financial reporting, budgeting, and liquidity management, and then execute upon recommended improvements.

KEY EXPERIENCE

National Restaurant Chain: As Interim **CFO** for this \$120 million national restaurant chain recently acquired by a new private equity sponsor, Jeff served as Interim CFO where he implemented strategies to improve cross-functional communication to provide clarity on the company's cash position from which forecasted requirements were recommended and executed. This resulted in the creation of a robust 13-week cash forecast model with built-in variance analysis, negotiation with vendors to expand terms to improve liquidity, and successful renegotiation of financial covenants with the senior lender.

SaaS Company: As interim **Controller** Jeff managed the complete overhaul of the accounting function for this \$500 million company. This included the application of revenue recognition and cash/receivables to validate all accounts and guide the company through the annual audit process to resolve prior significant deficiencies.

Wholesale Beverage Distributor: As **Controller** and Interim CFO for this \$200 million retail and wholesale beverage distributor, Jeff oversaw multiple store openings along with the rapid expansion of the wholesale division. Company growth expanded from 30 to over 70 locations, and revenues increased from \$120 to \$218 million. Jeff supervised the audit process, tax return preparation, bank relationship management, financial reporting, forecasting cash flows, and operating income. He also managed accounting and finance departments with a total of 25 direct reports. Jeff assisted in the acquisition of an alcoholic beverages retailer, which added 32 retail locations and over \$100 million in revenues. He also coordinated all regulatory licensing, renewals, and compliance through the Texas Alcoholic Beverage Commission. Jeff played an integral role in the sale of the company to a private investor group.

EDUCATION & CERTIFICATIONS

MBA Business Administration • University of Texas, Dallas

BBA Accounting • Texas A&M University



SELECT EXECUTIVE EXPERIENCE

Accordian Partners [2018-2021]

Senior Director, Co-Leader of Interim Leadership Services

Triumph Bancorp [2016-2018]

M&A Accounting Integration Manager

Riveron Consulting [2014-2016]

Senior Manager

Centennial Beverage Group, LLC [2008-2013]

Controller

CONTACT

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