

Dan Chase

SeatonHill Partner

CORE COMPETENCIES

CFO • Owner/Entrepreneur • Mergers and Acquisitions • Post Merger Integration • Dealership ERP System Evaluation and Implementation • Multi-State/Multi-Location • KPI Development & Dashboards • Budgeting and Forecasting • Family Business Dynamics • Regulatory Compliance

EXECUTIVE PROFILE

Dan Chase is a partner in the Dallas office of SeatonHill. Mr. Chase has over 30 years of experience within CFO, COO, and ownership capacities serving a wide variety of businesses with emphasis on large multi-state dealerships, vehicle leasing organizations, logistic companies, and retail operations. He has worked with 1000+ employee car dealerships, including the #1 volume RV dealer in the country, and leasing organizations with fleets exceeding 1,600 vehicles where he helped develop strategy and implement profit driven resource alignment that measured performance and accountability across each company and its various locations. Key areas of expertise include dealership ERP system evaluation and implementation, mergers and acquisitions, post-merger integration, equipment financing, working capital, banking relationships, treasury management, and KPI development and dashboards. Key examples include:

Motor Home Specialist: As **VP and Controller** for this #1 volume RV dealership in the country, Dan performed post acquisition integration activities relating to financial reporting, system integration, and process & procedure improvements. He created a financial modeling budget template utilized by multiple entities. Dan also analyzed credit card processing costs and found a new provider with \$200,000 in annual savings in addition to actively managing \$100 million in floor plan financing.

Summit Truck Group: As **VP of Lease and Rental** for this 1,300 employee, 38 location International and Kenworth Dealership, Dan was part of a select group that evaluated new ERP systems for this organization. Dan also negotiated financing for all new lease equipment purchases with 8 banks (305 units, \$26.5 million), and acquired key management and sales personnel to improve the sales and management teams.

Bruckner: As **Operations Manager** for the largest Mack/Volvo Leasing Group in the country with 1,000 employees and 25 locations, Dan managed operations and financial reporting for this regional, multi-state truck lease & rental company. He also created key KPIs to identify problems so process improvement strategies could be developed and then implemented by the COO to improve profitability.

Lonestar Truck Group: As **Partner** and **CFO** for this 600 employee, 11 location Freightliner and Western Star dealership, Dan participated at the Partner level to develop strategies and direction for the organization from a management, departmental, and operational standpoint. He helped to create and enable Lonestar's vision, strategy, and effective resource alignment that measured performance and accountability across the company and its various locations. At its inception, Lonestar combined two dealership groups and acquired Albuquerque Freightliner. Dan managed the financial transition and the implementation of a new dealer management system, Procede, from three different dealership management systems.

EDUCATION & CERTIFICATIONS

MBA in Finance • Indiana University (Minor in Transportation)

BS in Accounting • Indiana University



SELECT EXECUTIVE EXPERIENCE

Holiday World of Houston [2019-2020]
CFO

Motor Home Specialist [2018-2019]
VP and Controller

Summit Truck Group [2015-2016]
VP

Bruckner [2012-2013]
Operations Manager

Lonestar Truck Group [2000-2010]
CFO

CONTACT

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