Ken Hoogs

SeatonHill Partner

CORE COMPETENCIES

CFO ● FP&A ● Treasury ● Money Center Banking Operations ● M&A ● FinTech ● Next Level Planning for capital, liquidity, treasury ● Digital Transformation ● Venture Capital

EXECUTIVE PROFILE

Ken Hoogs Is a partner in the Atlanta office of SeatonHill. Over his 25-year career, Ken has performed as CFO with a track record of success in financial planning, treasury, and operations. He is a GAAP expert, experienced with money-center banking operations and FP&A of diversified financial and technology firms at both public and private companies, US and international. As a Big-4 consultant and in Treasurer roles, he developed and implemented risk management systems and controls, accounting procedures, hedging models, portfolio management systems, and corporate reporting across all business lines and in investment firms for all investment asset classes. Ken is known as a Next Level Planner at innovative companies of all sizes and a FinTech and payments expert who has led successful industry digital transformations at the forefront of many complex industries, totaling over $10 billion in revenues combined. He is a proven effective leader and deal negotiator who has hired teams in all areas and has managed the business development efforts for large M&A, private equity, and venture capital portfolio companies. As a buy-side advisor and finance executive for high-net-worth-owned companies, Ken has worked in10 corporate leadership and ownership roles and has held hundreds of short-term engagements with both large and small firms to obtain growth capital or achieve successful exits.

KEY EXPERIENCE

Bank of New York Mellon: As **Assistant Treasurer** Ken was responsible for the balance sheet and federal reserve daily funding, assisted with the investments of the bank's $8 billion reserves, and designed and coded the bank's first risk management system. He researched and traded US Treasury cash, currencies, futures, and options within the proprietary trading group and completed bank-sponsored courses and rotational management in credit, corporate accounting leadership, and securities analysis.

Commerce Capital Services: As **CFO** and **Managing Principal** for this fund and deal advisory and leadership management firm, Ken completed 20+ private placement memorandums and 12 transactions and performed 10 private equity operating company roles. He also provided valuations, funds due diligence, strategy sessions, FP&A, and acted in Corporate Controller roles. He successfully raised over $60 million in VC with affiliates for growth firms. In one engagement, Ken co-managed a $4 billion AUM Wealth Manager Roll-Up comprised of 10 portfolio companies. Focus industries included power, medical, real estate, IT, financial, manufacturing, services, and telecom.

S1 Corporation: As **Director of Product Management and Marketing** for a unicorn software development company, Ken set up, grew, and managed a new division of this $2 billion financial services ecommerce brand. He Led product development, investor relations and marketing, oversaw a $10 million budget, and had 6 direct reports and 60+ staff members. He managed corporate M&A and payments, processing, and hosted strategic client partnerships with Citi, RBC, Zurich Insurance and ABN/Amro.cli. During his tenure, the company quadrupled in market value to $2 billion and grew its employee base from 400 to over 2,300 FTEs.

PwC: As a **Consultant** for this Big 4 accounting and consulting firm, Ken focused on Treasury and Manager Performance and Mergers and Acquisitions Integration. He implemented major systems upgrades for portfolio management, inter-bank management, financial controls, corporate accounting, and regulatory reporting.

EDUCATION & CERTIFICATIONS

MBA Finance & International Business ● Columbia Business School

SELECT EXECUTIVE EXPERIENCE

Notebot, and Confidential Payments Company [2020-Present]
CFO

Commerce Capital Services [2002-Present]
CFO, Ownership Executive Roles

S1 Corporation [1998- 2001]
Director, Product Management & Marketing

PwC [1996 - 1998]
Consultant

Bank of New York Mellon [1994 - 1996]
Assistant Treasurer

CONTACT

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