

# Darrell Jolley

SeatonHill Partner

## CORE COMPETENCIES

CFO • Business Performance Management • Equity and Debt Refinancing • Strategic Planning • Operations and Productivity • Turn Around • SEC Reporting • Equity Restructuring • Personnel and Compensation • Marketing and Sales • Emerging Industries & Fast Growth Companies • Systems Implementation

## EXECUTIVE PROFILE

**Darrell Jolley** is a partner in the Dallas office of SeatonHill. Mr. Jolley has over 30 years of experience within CFO, COO, and Board Director capacities, serving a diverse array of small to medium-sized businesses from startups to large, well established entities ranging from \$20-\$250 million in annual revenue. Darrell has performed extensive due diligence, including preparation and final reviews for sales and forecasting profitability to determine the accretive effect of acquiring revenue targets that produce more than \$50 million in annual revenue. He has prepared private placement documents and pro forma forecasts that generated \$3 million in equity financing, an \$8 million direct public offering, in addition to leveraging myriad bank financings that accelerated company growth. He has provided strategic thought leadership including directing an SEC resolution and independently guiding one company through a rescission offer where he limited the refund to 3% of the original investment made by its 4,000 shareholders. Darrell also developed the concept of Business CPR™, a systematic business evaluation that concentrates on the inter-relationship of capital, processes, and revenues.

## KEY ENGAGEMENTS

**Leading Private Texas Independent Food Distributor:** As **CFO** for a \$200 million, several hundred employee food distributor, Darrell oversaw finance, accounting, HR, and IT. He renegotiated bank financing that increased a LOC from \$1 million to \$6 million while adding an additional \$4 million equipment line to support sales growth and maximize performance. Darrell evaluated and assisted in the approval of a multi-million-dollar new customer by analyzing cash flows, capex, vendor set-up, and negotiations to support the new business. He also helped establish EOS methodology with the strategy team, provided financial guidance to the board of directors, and spearheaded new ideas for company innovation and culture across all divisions.

**Tatum Partners:** As **Partner** and interim **CFO** and for this national consulting firm, Darrell worked with multiple businesses including:

**Equipment Rental (Tatum):** Conducted 3-year placement as **CFO** and **COO** for a \$20M nationwide equipment rental service to oil and natural gas refineries. Darrell returned the business to profitability following a private equity acquisition through renewed focus on sales essentials, product quality, and customer service.

**Merchandizing Firm (Tatum):** Conducted 4-year placement as **CFO** for a \$45 million merchandizing firm providing services to over 100 vendors selling to The Home Depot. Darrell played a central role growing the company from \$22 million to \$45 million and assisting the owners to sell the company to a larger competitor.

**Startup:** As **CFO** for a patent protected start up providing throttle control for internal combustion engines, Darrell had full SEC responsibility to prepare SB-2, rescission offer, and quarterly filings, including the equity and shareholder management during the \$8 million public offering.

## EDUCATION & CERTIFICATIONS

**BBA Accounting** • University Texas Austin (Business Honors Program)



## SELECT EXECUTIVE EXPERIENCE

**Food Distributor [2013-2020]**  
CFO, Director

**Tatum CFO Partners [2002-2012]**  
Partner, Fractional CFO

**Mirenc, Inc. [1999-2002]**  
CFO

**Airtech International Group [1998-1999]**  
CFO

**Eyemakers, Inc. [1994-1998]**  
CFO

## CONTACT

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