

Cam Kruse

SeatonHill Partner

CORE COMPETENCIES

CFO • Strategic Business Partner • Strategic Planning • Revenue & EBITDA Maximization • Performance Improvement • Working Capital Management • Financial Transformation • General and Cost Accounting • Financial Planning and Analysis • Contract & Legal Matters • Treasury Management • Risk Management • Information Technology • Investor Relations • Due Diligence

EXECUTIVE PROFILE

Cam Kruse is a Houston office partner of SeatonHill. He has twenty years in Chief Financial Officer roles and over ten years of Performance Improvement Advisor roles where he successfully implemented strategies to increase company value, boost financial performance, and create best-in-class accounting organizations. Cam has managed IPOs and integrations, including one public offering that raised over \$90 million in equity. He has also rehabilitated financially distressed companies and has a track record of turning around negative cash flow organizations and transforming them into profitable, growth-orientated entities. Industry strengths include private equity, manufacturing, industrial services, oil field services, software, and technology. Cam started his career with PricewaterhouseCoopers.

KEY ENGAGEMENTS

Emission Monitoring Service Inc.: As **CFO** for this environmental monitoring service provider, Cam led the sell-side financial transaction and improved the company's valuation by 35%. He improved adjusted EBITDA by 30%, converted the company from negative to strong positive cash flow, created the largest cash balance in company history, improved gross margin by eliminating non-profitable projects and improving customer contract negotiations. Cam also transformed the financial team capabilities to best-in-class; managed several financial transformation projects including reducing the month-end close process from 55 days to 7 days and reducing DSO from 75 days to 35 days. Cam optimized supply chain management metrics and reduced the cost structure by negotiating vendor purchase prices.

Torrent Energy Services (CSL Capital Management): As **CFO** for this oil field services company, Cam was part of the leadership team that led a successful NY Stock Exchange IPO that raised \$90 million in equity. He partnered with the CEO to increase monthly EBITDA from negative 26% to positive 36% within one year and increase company valuation by 200%. Financial transformation projects included improving customer profitability and eliminating negative gross margin jobs, improving cash flow from negative to a large positive, reduced DSO from over 100 days to 30 days and decrease reject rate for customer invoices from 40% to less than 5%.

Pinpoint Drilling and Directional Services (EIG Global 2008 – 2013): As **CFO** for this drilling and directional services firm, Cam's responsibilities included being a strategic business partner, improving company valuation, managing working capital and cash flows, managing performance improvement and financial transformation projects. Cam increased monthly revenues by improving invoicing processes to include all transactions, improved gross margins by 10% for one segment, eliminated non-profitable jobs, and transformed the financial team capabilities to best-in-class.

EDUCATION & CERTIFICATIONS

Masters of Science Accounting • University of Houston-Clear Lake

Bachelor of Science Finance • University of Houston-Clear Lake

Certified Public Accountant • Texas



SELECT EXECUTIVE EXPERIENCE

Emission Monitoring Service [2019-2021]
CFO

Torrent Energy Services [2016-2017]
CFO

Global CFO Solutions [2004-2019]
CFO

Nabors Industries [2001-2004]
Business Unit Controller

CONTACT

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