

Tim Ligon

SeatonHill Partner

CORE COMPETENCIES

CFO • Strategic Planning • Budgets and Forecasts • Audits • HR & Benefits • Cash Management • Real Estate Development • Marketing • Treasury • Sarbanes-Oxley • GAAP • ERP & CRM systems • M&A Due Diligence • Financial Restructuring, Business Transformation & Change Management • Bankruptcy

EXECUTIVE PROFILE

Timothy Ligon is a partner in the Atlanta office of SeatonHill. He is an accomplished Chief Real Estate and Financial Officer, senior finance executive, and board advisor with over 30 years of experience driving business growth, enterprise risk management, and corporate financial governance for leading public and private retail, hospitality, entrepreneurial family, and services companies. Prior to SeatonHill, Tim was CFO at Goodwill Industries in Middle Georgia and Central Savannah River Area (CSRA) where he re-positioned Goodwill's operations to increase cash flow by over 300% and led the selection, bond financing, and equity investment in a new 95,000 SF campus. Tim's expertise is in instituting accounting procedures and controls to support boards with fiduciary financial reporting, compliance, and disclosure requirements. He is the past Chair of the Georgia College and State University Business School Advisory Board.

KEY ENGAGEMENTS

Goodwill Industries, Edgar's Hospitality, Helms College Macon & Augusta GA: Tim was **Chief Real-estate** and **Financial Officer** for this \$50 million multinational organization headquartered in Middle Georgia and Central Savannah River Area. Company interests were based in 35 counties that included 15 retail locations, 2 conference centers, 3 upper casual restaurants, private membership club, staffing, an accredited culinary and health services college, commercial contracts, governmental contracts for two military bases, and nine career centers. Tim was responsible for accounting, financial planning, analysis, reporting, real estate development, treasury, IT, purchasing, enterprise risk and participating in all board of directors and subsidiary boards meetings. He managed a \$60 million portfolio of owned and leased properties, led the acquisition of the 700-member Pinnacle Club in Augusta, Georgia, and created Helms College, a culinary and health services three-campus college with 300 active students. Tim grew revenues by 100% (\$28 million) and cash flow by over 300%.

Nexcen Franchise Management, Inc.: As **CFO** and **EVP** for this franchiser of brands including Great American Cookie Co., Pretzel Time, and Athlete's Foot, Tim directed accounting, legal, HR, financial planning, reporting, analysis, treasury, IT royalty audits, and risk. He consolidated 4 brand offices into one, saving \$1 million annually, integrated 5 acquisitions resulting in over 1,200 additional stores, and established a royalty audit program which generated a 10:1 return on investment.

Avado Brands, Inc.: As **VP** and **Corporate Controller** for this \$1 billion public restaurant company owning and operating multiple franchises, Tim led a Chapter 11 bankruptcy that transformed the company into a private entity. He executed the sale of 2 brands for \$130 million and identified and sold 30+ underperforming locations. In prior roles, Tim sold 280 restaurants in 18 different transactions, netting \$500 million, and he oversaw the consolidation accounting for 4 restaurant brands with over \$700 million in sales.

EDUCATION & CERTIFICATIONS

BBA, Finance & Marketing • Georgia College, Milledgeville, GA

CPA • State of Georgia

Chartered Global Management Accountant



SELECT EXECUTIVE EXPERIENCE

Goodwill Industries [2008-2021]
CFO & Chief Real-Estate Officer

Nexcen Franchise Mgt, Inc. [2007-2008]
CFO & EVP

Avado Brands Inc. [1992-2007]
VP, Corporate Controller (2002-2007)

Ligon Enterprises Inc. [1984-1992]
Asst. Director of Operations, Store Manager

CONTACT

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