

# Lynn Rose

SeatonHill Partner

## CORE COMPETENCIES

CFO • Strategic & Operational Planning • Supply Chain, Finance, Accounting & Treasury Operations • Import & Export Operation • Right Sizing of Operations • Manufacturing, Warehousing & Distribution • Human Resources and Human Capital Management • Budgeting & Cost/Expense Optimization • Capital Project Management • ERP Change Management • Insurance & Risk Management • Analysis & Due Diligence • Securing Bank Loans and Capital

## EXECUTIVE PROFILE

**Lynn Rose** is a partner in the Atlanta office of SeatonHill. He has over 40 years of experience within C-level financial leadership roles providing strategic, financial, operational, supply chain, and fiduciary oversight to a wide variety of industries. Key business areas of focus include specialty chemical manufacturing and formulation, imported sustainable copy paper distribution, and asphalt technology for paving roads with sustainable additives. Lynn has developed an extensive network of bank financing resources with whom he secured loans for private, middle market companies. He is a bottom-line focused advisor known for right-sizing organizations, controlling costs, and developing profitable business strategies.

## KEY ENGAGEMENTS

**TreeZero Paper LLC:** As **CFO & COO** for this developer of proprietary brand tree-free copy paper and related office products, Lynn was involved in all aspects of operations and financial activities including treasury, shareholder engagement, accounting, logistic, shipping, warehousing, imports, working capital management, and human resources.

**Seydel Manufacturing:** As **CFO** for this international firm that manufactured, distributed, sold, and licensed textile chemicals for the worldwide textile industry, Lynn oversaw all aspects of financial, operations, manufacturing, IT, and human resources activities.

**LB Rose Consulting:** As **Principal Consultant** for this fractional CFO services firm, Lynn consulted with privately held companies in the Southeast to help secure financing and provide strategic guidance to management. Key engagements include.

- **Pharmaceutical Manufacturer:** Lynn assisted with due diligence and prepared comparative financial statements and projections for use in negotiations between company ownership and a European buyer.
- **Importer and distributor of carbon steel pipes and valves:** Lynn prepared comparative historical statements and projections for the successful expansion of an existing asset-based loan.
- **Asphalt Supplier and Specialty Chemical Company:** Lynn led the efforts to expand working capital after the company experienced a period of rapid revenue growth and profitability. Challenges included changes in top level management and cash flow management. Lynn served as a coach and mentor to the new CEO and top management and facilitated a new working capital loan for \$20 million after receiving competitive offers. He also reworked existing long-term debt to realize lower borrowing costs and reduced amortization, thereby improving cash flow.

## EDUCATION & CERTIFICATIONS

**BS in Business Administration Accounting** • University of North Carolina Chapel Hill

**Certified Public Accountant**



## SELECT EXECUTIVE EXPERIENCE

**TreeZero Paper LLC [2010-2019]**  
COO, CFO

**Seydel Manufacturing [1974-2010]**  
CFO, VP Manufacturing

**Chemol Company [1996-2010]**  
*Division of Seydel in Greensboro, NC*  
CEO, CFO 1996 to 2010

**\*Note:** served both Seydel and Chemol roles simultaneously

**LB Rose Consulting [2008-2020]**  
CFO

## CONTACT

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