

## CINDY MARCH, MBA

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### Finance, Accounting & Business Operations Leader

Finance and Operations leader grounded in sound business fundamentals – **finance & accounting discipline, human capital development, strategy alignment, and operational execution.** Leverages experience and expertise in **finance & accounting, core business, and people operations** to drive an impactful and collaborative focus on business targets and wherewithal. A lifelong learner who balances operational savvy, financial acumen, and an employee engagement mindset to empower and embolden teams, optimize processes, and execute on strategy.

#### Finance & Accounting

- Financial Close & Reporting
- Forecast & Financial Models
- GAAP Policies & Controls

#### People Operations

- Employee Development & Coaching
- Change Leadership
- Function & Role Design

#### Strategy & Execution

- Align Financials to Biz Strategy
- Maximize Org Efficiency
- Integrate Systems & Platforms (ERP)

### Professional Experience

#### RENTU.COM DBA BOOKBYTE VP Accounting and Administration

October 2022 – June 2023

\*Update\* Company rationalization and hand off is complete with the strategic finance function pivoted to accounting for compliance and tax throughout duration of limited organizational life. RentU is an eCommerce company (\$50mm revenue, 35 FTE) providing rental and retail sales of textbooks on major platforms such as Amazon, Walmart, and eBay. Select highlights:

- Optimizing accounting and administration functions to simplify monthly close process including inventory methodology and reconciliation (~500,000 units). Rationalization and consolidation of roles and responsibilities including Controllershship, GL & Staff Accountants, and A/R & A/P resources.
- Absorbing responsibilities from 2 FTE in FP&A and 1 FTE in HR functions due to rapid staffing ramp down.
- Architecting downgrade from current ERP system to a simplified finance and accounting platform for ease of use in a lean staffing environment.

#### RUBY JEWEL, LLC VP Finance and Administration

December 2020 – September 2022

Premium frozen novelty CPG company in the early to mid-stages of pivot from retail focus to wholesale distribution scaling strategy. Select highlights:

- Introduced full-time finance and accounting infrastructure to accelerate monthly close, channel reporting, and data analysis allowing for more timely decision-making.
- Built five-year financial forecast and collateral diligence materials used in successful \$4.5mm fundraise.
- Implemented EDI capabilities with four largest distributor partners to reduce redundant software integrations and manual entries and speed up Accounts Receivable submissions (reduction of seven days) and accuracy to goal of zero rejected invoices.

February 2020 – November 2020

During the pandemic, and after the wind down of Food & Beverage Innovations, I took time to recharge and consider my next opportunities while working on a variety of interesting business projects within my network. One project of note included assisting an established artisanal office coffee service company quickly pivot to WFH products during a critical time. I was brought in to reinvent legacy operations and strategy during a business crisis. Select highlights:

- Reconfiguring org chart, roles, and functions including position briefs and communications within team for four Director level positions. Providing HR policy updates and payroll provider transition.
- Executing on product and business model pivot to include infrastructure considerations of accounting, fulfillment, people operations, and marketing strategies.

#### FOOD & BEVERAGE INNOVATIONS, LLC Director Finance & Operations

March 2017 – January 2020

Finance and accounting, business operations, and HR functions for this startup that invented the world's first automated gelatin machine. 47 employee headcount at peak. Select highlights:

- Developed full finance and accounting infrastructure including monthly close, reporting, subscription revenue recognition, GAAP standards and controls. Pre-revenue at hire, 280% revenue growth during first full year.
- Led HR/people operations function including recruiting, onboarding, and retaining talent (176% HC growth in first 8 months).
- Managed IT rollout and system and platform integration projects built out order fulfillment processes (eCommerce and inventory) utilizing existing tech stack as well as rolling out new team tools and software.

**STAFFORD BUSINESS GROUP/MARCH RESOURCES, LLC**  
**CFO/COO/CM**

**March 2015 – March 2017**

Business operations and strategy within a holding company with business interests in Quick Service Restaurants; High Net Worth family office; commercial, residential, and multi-family real estate development; and angel investing. Recruited in to evaluate and divest eight entities, to pivot, simplify operations, and focus direction. Select highlights:

- Positioned and negotiated sale of primary operating division at 6x initial investment, performed operational and profitability analyses on seven other portfolio companies. Executed sale of non-productive real estate holdings of two related entities including commercial office building sale (over \$3mm).
- Created processes for long-term direction of family office/wealth management including appropriate resource alignment and selection and onboarding of financial advisors.

**EMERGENCY SERVICES CONSULTING INTERNATIONAL (ESCI)**  
**COO and Interim CFO for related 501(c)(3) entity**

**March 2011 – August 2015**

ESCI provides strategic and operational planning, financial analysis, and technical consulting products in the public sector. Select highlights:

- Executed a reorganization of operational processes, organizational structure, and finance and accounting functions for profit margin growth and enhanced employee (and sub-contractor) capabilities. Grew revenue over 19% during the first year, profit 14x.
- Completed restructuring of related 501(c)(3) to include financial controls and management of accounting function, full roles and responsibilities analysis and reorganization, internal recruitment for a newly created General Manager position, and on-the-ground executive management presence. Management team rebounded from a loss to positive Net Income within one operating quarter (212% increase).

**TRANSDEVELOPMENT GROUP (TDG)**  
**CFO**

**1999 – July 2010**

**Director of Finance and Administration**  
**Development Administrator**

With peak revenues of \$25mm, and employee headcount of 35, TDG is a world-class developer of specialized transportation facilities for carriers in the rail, highway, and marine cargo industries. Select highlights:

- Developed and implemented finance and accounting infrastructure and reporting, standardizing financial statements in conformance with GAAP requirements and industry practices including percent completion revenue recognition. Actively safeguarded over \$100mm in Client Trust funds, reinforcing company's position as a trusted advisor.
- Authored a Strategic Business Plan used by the Port of Richmond, CA, to gain City Council and political approval for a \$37mm infrastructure development constructed for Honda Motor America.
- Initiated a structure for technical design operations including IT resource allocation, departmental technology needs, file sharing, and remote backup solutions. Acted as change agent for geographic restructuring of design department improving quality of design deliverables.

**Academic Background**

- Master of Business Administration – University of Oregon
- Bachelor of Finance-Law – Portland State University
- Program and Professional Certificates in Change Leadership, Measuring and Improving Business Performance, and Data Analysis for Decision Making through Cornell University and Rochester Institute of Technology
- CMA (Certified Management Accountant) Successful Completion: Budget Prep, Cost Management, Information Management, Performance Measurement and External Financial Reporting. Current testing schedule: Part I, January/February 2024 window