

LARESA MCINTYRE, CMA, MBA, MAC

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STRATEGIC FINANCIAL LEADERSHIP | DRIVING RESULTS THROUGH INNOVATION

CFO with a proven record of enhancing financial reporting, operational efficiency, and strategic planning to drive organizational growth. Adept at leading diverse teams to innovate and adapt to challenges across global markets. Expertise in financial management, stakeholder relations, and performance improvement with a hands-on approach.

Core Competencies:

- Financial Management & Reporting
- Budgeting & Forecasting
- Cost Containment & Performance Improvement
- Strategic Planning & Change Management
- Team Development & Leadership
- Business Intelligence & Systems Implementations

PROFESSIONAL EXPERIENCE

ROCKBRIDGE CFO

Jun 2025 – Present

FOUNDER & PRINCIPAL

Launched Rockbridge CFO to provide strategic financial leadership to growing businesses that need high-level expertise without the cost of a full-time CFO. Partner with CEOs and founders to bring clarity to financials, optimize performance, and support growth across geographies. Leverage 15+ years of executive finance experience to deliver actionable insights, drive profitability, and implement scalable systems and processes.

CLEARSOURCE | Remote

Oct 2022 – Jun 2025

GLOBAL BPO COMPANY WITH OPERATIONS IN THE USA, PHILIPPINES, INDIA, AND COSTA RICA (1200+ PEOPLE).

CHIEF FINANCIAL OFFICER

Responsible for global financial & accounting operations (general accounting, treasury & working capital, financial planning & analysis, risk management, external audit coordination, and legal). Executive oversight of global Human Resources and Administration.

Accomplishments:

- Spearheaded cost elimination initiatives, achieving a 20% year-over-year reduction in overheads.
- Improved cash conversion cycle in the US from 37.8 to 24.3 days (2024).
- Migrated accounting operations to MS Dynamics Business Central, enhancing reporting and controls.
- Implemented Planful as an FP&A platform to drive faster analysis of financial data and improve forecasting.
- Negotiated a no-covenant line of credit to optimize working capital.
- Developed reporting by geography/client/line of business, driving data-informed operational decisions.

SKYBRIDGE AMERICAS INC. | Remote

Dec 2018 – Oct 2022

BPO COMPANY WITH OPERATIONS IN THE USA, CANADA, AND THE CARIBBEAN (600+ PEOPLE).

CHIEF FINANCIAL OFFICER

Responsible for global financial & accounting operations (general accounting, treasury & working capital, financial planning & analysis, risk management, and external audit coordination). Executive oversight of Human Resources.

Accomplishments:

- Reduced month-end close cycle from 20 to 5 business days.
- Achieved a 13.3% CAGR in EBITDA (2019–2021) through disciplined expense management.
- Reduced days payable from 41 to 30 in less than 6 months while maintaining a strong cash position.
- Negotiated and implemented foreign exchange hedging contracts to capitalize on favorable exchange rates.
- Minimized tax obligations with a transfer pricing model, reducing Canadian taxes by 75% year-over-year.
- Introduced daily KPI tracking, enhancing operational transparency.
- Launched employee engagement and incentive programs, fostering productivity in a virtual work environment.

INFINITY SALES GROUP | Boca Raton, FL

Jan 2010 – Oct 2018

PRIVATELY HELD SALES & MARKETING COMPANY WITH LARGE CONTACT CENTER WITH \$80-100 MILLION ANNUAL REVENUE.

CHIEF FINANCIAL OFFICER (2010 – 2017) | CFO & CO-PRESIDENT (2017 – 2018)

Responsible for all financial & accounting operations (general accounting, treasury & working capital, financial planning & analysis, risk management, and external audit coordination). Active executive leadership of Human Resources. Executive oversight of Marketing ensuring efficiency of spend on a multi-million-dollar budget.

Accomplishments:

- **Instrumental in securing a \$50 million recapitalization loan including completion of due diligence.** Liaised with investment firm and ensured covenant compliance requirements were met.
- Negotiated a move to a PEO, cutting benefit costs by 25%.
- Improved revenue by 36% and customer quality by 75% over three years through analytics-driven strategies.
- Streamlined systems by migrating to Sage Intacct, enabling enhanced reporting capabilities.
- Cut time to close month-end by 3 days.
- Developed a call forecasting model with 95%+ accuracy resulting in better scheduling to drive revenue.

dmg WORLD MEDIA | West Palm Beach, FL

Jul 2002 – Dec 2009

GLOBAL COMPANY WHICH PRODUCED HIGHLY REGARDED EXHIBITIONS, CONFERENCES, CONSUMER SHOWS, AND RELATED PUBLICATIONS.

VICE PRESIDENT FINANCE, ART & ANTIQUES SECTOR (2002-2007)

PROJECT & RISK MANAGEMENT (2007-2009)

Monthly financial reporting and analysis, forecasting, and yearly strategic planning and budgeting for operations in the US, UK, and France. Responsible for analyzing potential acquisitions and new product launches and coordinating due diligence.

- Integrated acquisitions in less than 3 months, ensuring seamless transitions.
- Improved forecast accuracies by 40% via business-driver-based modeling.
- Spearheaded an initiative to build balanced scorecards to focus on sector strategy.
- Was interim VP for US Fairs (concurrent with VP Finance role) overseeing all operations and marketing aspects for a period of 6 months due to an unexpected vacancy.
- Excelled in VP Finance role and was recruited by the EVP Finance & IT to add strength and competency to project & risk management for the entire company.
 - Liaison between the assigned business sector and the Finance & IT organizations to ensure effective communications and successful delivery of finance-focused projects.
 - Converted a legacy AS/400 system of a large acquisition to Epicor in 4 months including defining required business process changes and training end users.

OTHER EXPERIENCE

Mill's Pride West Palm Beach, FL	Financial Planning & Analysis Manager (1999-2002)
Nationwide Insurance Columbus, OH	Lead Bus. Systems Analyst (1998-1999); Sr. Bus. Analyst (1997-1998)
Mill's Pride Waverly, OH	Cost Accounting Manager (1997); Distribution Controller (1995-1997)
Culinar Foods, Inc. London, Canada	Cost Accounting Supervisor (1993 – 1995)
Centennial Windows London, Canada	Accountant (1991 – 1993)
The Hampton Group London, Canada	Accounting Clerk (1990)

CERTIFICATIONS & EDUCATION

Certified Management Accountant (CMA)

Master's in Accounting, Florida Atlantic University, Boca Raton, FL, 2023

Master's in Business Administration, Capital University, Columbus, OH, 2001

Bachelor of Science, University of Western Ontario, London, ON, Canada, 1989

AWARDS & ACTIVITIES

Named to the Advisory Board of the Stetson University Disruptive Leadership Program (2020)

Awarded "10 Best CFOs of 2020" by Industry Era Magazine

Named to "The Most Successful Businesswomen to Watch, 2021" list by CIO Views Magazine

Named to "The 10 Most Influential Women Leaders to Follow in 2022" list by IndustryWired

Legally able to work in the USA, Canada, the United Kingdom (UK) and the EU for any employer.