

## LARESA M. MCINTYRE, CMA, MBA

8425 NW 41<sup>st</sup> Street, Apt 250, Doral, FL 33166 M: 561.289.4898 E: [laresamcintyre@icloud.com](mailto:laresamcintyre@icloud.com)

LinkedIn: [www.linkedin.com/in/laresamcintyre](http://www.linkedin.com/in/laresamcintyre)

### RESULTS THROUGH STRATEGIC FINANCIAL LEADERSHIP

#### Chief Financial Officer with a strong track record of solid financial reporting and a focus on bottom line results.

Hands-on approach to management and operational excellence leading to improved organizational performance. Leader who can guide teams to innovate, experiment, learn and adapt to create positive change. Strong business acumen and ability to steer businesses successfully through challenges because of diverse industry experience.

#### Financial Management

- Reporting & Analysis
- Budgeting & Forecasting
- Systems Implementations
- Debt Financing & Covenant Compliance
- Cost Savings & Containment

#### Business Management

- Strategic Planning
- Business Intelligence
- Performance Improvement
- Contract Negotiations

#### Leadership

- Change Management
- Team Development
- Organization & Communication
- Stakeholder Management

### PROFESSIONAL EXPERIENCE

#### SKYBRIDGE AMERICAS INC. | Remote (working from Boca Raton, FL)

Dec 2018 – Present

TOP TIER OMNI CHANNEL CUSTOMER CONTACT SERVICES COMPANY IN THE BPO INDUSTRY WITH OPERATIONS IN THE USA, CANADA AND THE CARIBBEAN EMPLOYING OVER 600 PEOPLE.

#### CHIEF FINANCIAL OFFICER

Work closely with the entire executive team to drive improvements to profitability through examination of current processes and cost management. Responsible for all financial & accounting operations including general accounting functions, treasury functions including foreign exchange, tax strategy, working capital management, budgeting & forecasting, variance analysis, pricing models, financial statement preparation, and external audit coordination. Executive oversight of the Human Resources department.

#### *Accomplishments:*

- Streamlined accounting processes reducing month end close from 20 to 5 business days.
- Strong expense management efforts led to a 13.3% CAGR for EBITDA from 2019 to YTD 2021.
- 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 allow the company to benefit from periods where exchange rates were favorable.
- Developed a transfer pricing model to minimize tax obligations in the future. Canadian tax was reduced 75% year-over-year.
- Created a new budget model that more accurately reflects actual operations and allows for variance analysis to keep management focused on improvements.
- Implemented a daily KPI tracker to provide transparency about operations throughout the month.
- Developed a new employee assessment program to foster better communications and feedback with all levels of employees across the company.
- Implemented employee incentive programs to drive improvements in production and attendance.
- Instrumental in initiatives to improve employee engagement in a virtual environment.

#### INFINITY SALES GROUP | Boca Raton, FL

Jan 2010 – Oct 2018

MARKET-LEADING PRIVATELY HELD SALES & MARKETING COMPANY WITH LARGE CONTACT CENTER PARTNERING WITH FORTUNE 200 COMPANIES IN THE TV, BROADBAND AND HOME SECURITY INDUSTRIES. \$80-100 MILLION IN ANNUAL REVENUE; 325 EMPLOYEES.

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

Hired to create robust financial processes and reporting for the organization that was 15 months old at the time. Worked collaboratively with executive team to build strategy aligned with overall business objectives. Trusted advisor to ownership on a multitude of issues across all areas of the company.

- **Instrumental in securing a \$50 million recapitalization loan from a major investment firm including completion of due diligence.** Liaised with investment firm and ensured covenant compliance requirements were met.

## Laresa M. McIntyre, CMA, MBA

- Managed financial operations including A/R, A/P, payroll, and general accounting functions.
- Responsible for preparing accurate and timely monthly, quarterly, and annual financial statements and analysis. Handled working capital management.
- Served as a key point of contact for external auditors. Managed preparation and support of all external audits.
- Developed dynamic budget and forecast models based on key business drivers.
- Active executive leadership of the Human Resources department and all planning, policies, and procedures to mitigate risk and ensure compliance with current labor laws for a workforce that grew from 75 to 650+ employees at its peak.
- Executive oversight of the Marketing department (online and print advertising) with a focus to ensure maximum efficiency of spend on a multi-million-dollar budget.

### **Accomplishments:**

- **Cost Savings** – Negotiated & directed a move to a PEO reducing benefit costs by 25% and realizing other business benefits associated with the change.
- **Strategy** – Drove continual improvement in analytics and reports focused on KPIs related to company strategy. By keeping teams apprised of results:
  - Revenue grew 36% over 3 years.
  - Customer quality increased 75% over 2 years leading to reduced chargebacks.
- **Systems** – Migrated the company to Sage Intacct from QuickBooks leading to better internal controls and reporting capabilities including dashboards for executive communication.
- **Positive Change** – Cut time to close month-end by 3 days by challenging existing processes and driving improvements in workflow. 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)**

Accountable for 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 new acquisitions in less than 3 months with little impact on operations.
- Improved forecast accuracies by 40% by developing models based on business drivers.
- 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**

**1990 - 2002**

Mill's Pride | West Palm Beach, FL  
Nationwide Insurance | Columbus, OH  
Mill's Pride | Waverly, OH  
Culinar Foods, Inc. | London, Canada  
Centennial Windows | London, Canada  
The Hampton Group | London, Canada

Financial Planning & Analysis Manager (1999-2002)  
Lead Bus. Systems Analyst (1998-1999); Sr. Bus. Analyst (1997-1998)  
Cost Accounting Manager (1997); Distribution Controller (1995-1997)  
Cost Account Supervisor (1993 – 1995)  
Accountant (1991 – 1993)  
Accounting Clerk (1990)

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## CERTIFICATIONS & EDUCATION

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### **Certified Management Accountant (CMA), 2000**

**Master's in Accounting**, Florida Atlantic University, Boca Raton, FL, anticipated completion Summer 2023

**Master's in Business Administration**, Capital University, Columbus, OH, 2001 (graduated cum laude)

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

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## SOFTWARE PACKAGES

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Sage Intacct, QuickBooks Enterprise, Epicor, AS/400, MS Office (Excel, Word, PowerPoint, Access, Outlook), ADP TotalSource, ADP WorkforceNow, Namely

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## AWARDS & ACTIVITIES

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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