

Lyle Newkirk

Partner



Select Executive Experience

Corrigo-JLL (2008-2020)
EVP Finance
(Corrigo was sold to JLL in 2015)

CareCentric (2004-2008)
CFO & SVP

T/R Systems (1997-2004)
CFO & SVP

Peachtree Software (1992-1997)
CFO & Controller

Core Competencies

SaaS
Software & Technology
Finance
Accounting
Revenue Growth
Cash Management
Mergers & Acquisitions
Start-ups
Venture Capital
Strategic Planning
Financial Modeling
Human Resources (HR)
Remote Workforce Management
FP&A
B2B
Contract Negotiation

Executive Profile

Lyle Newkirk is a partner on the Southeast team of SeatonHill. Mr. Newkirk has over 35 years of experience in CFO and executive finance roles. He has worked with public and private companies based both in the US and internationally, where he developed the strategies to achieve significant top-line revenue growth and helped to facilitate various successful acquisitions and strategic exits, including three exits to Fortune 500 companies. Lyle has extensive experience converting traditional legacy pricing systems to SaaS platforms, resulting in appreciable recurring revenue increases. He has led numerous cross-functional teams, including finance, operations, HR and benefits, IPO, and M&A. Lyle's expertise also includes FP&A, growth planning and tactics, cash management, sales operations, and regulatory compliance.

Industry Experience

Technology
SaaS
Technology enabled services
Proptech

Key Experience

JLL (Corrigo Subsidiary): As EVP Finance for Corrigo, a leading SaaS company that was sold to JLL, the global commercial real estate services company, Lyle led the financial, internal control, contractual, privacy, and GDPR compliance initiatives for an international expansion that grew Corrigo's product distribution from 2 to 100+ countries and to 23 currencies. He spearheaded numerous SaaS high-impact new customer wins and improved tracking and transparency by streamlining the contract processes. Lyle reconfigured and enhanced HR processes and benefits, reducing expenses by 15% while maintaining employee retention of 90%+. He consistently set and met both short-term and multi-year financial targets and successfully collaborated with executive leadership to consistently achieve EBITDA goals. Monthly NetSuite closing was compressed from over a week to 1.5 days.

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Education & Certifications

MBA, Finance
Georgia State University (J. Mack
Robinson College of Business)

BBA, Finance
University of Cincinnati (Carl H.
Linder College of Business)

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Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Key Experience - (continued)

CareCentric: As CFO & SVP for this provider of billing, operations, services, and electronic claims within the home healthcare and senior living sectors, Lyle orchestrated significant revenue growth from \$20 million annually to a run rate of over \$40 million. He converted the company's legacy business pricing model to a SaaS model, which increased recurring revenue from 50% to 86%. Lyle also established a multi-year financial planning process and provided legal and financial leadership in four M&A transactions.

T/R Systems: As CFO & SVP for this provider of digital document management and production solutions, Lyle created recruiting programs to grow the employee base from 50 to 150 in four years, helped to expand business operations internationally, and oversaw annual revenue growth from \$8 million to \$32 million. He also led the IPO team for the company's public offering and subsequent public company activities and led the sale of the company to a publicly held competitor.

Peachtree Software: As Controller and later as CFO for this developer of accounting and payroll software, Lyle managed revenue growth from \$19 million to \$55 million annually, oversaw working capital management, and generated \$1.5 million in cash within six months. He created an order entry and fulfillment process for mass distribution that processed over 2,000 customer orders per day. Lyle also co-led the sale of the business to ADP and spearheaded the subsequent integration.

SeatonHill Engagements

- Interim CFO for a technology-enabled services company focusing on healthcare reimbursement. Activities included historical financial statement clean-up, cost reduction, strategic alternative reviews, tax scenario reviews, closing cycle reduction, and general executive management services.
- Provided fractional CFO services to a life science client focused on better mental health outcomes by mimicking the effects of psychedelic drugs. Activities include general financial oversight, forecasting and planning, and assistance with fundraising.
- Served as fractional CFO for blue chip private equity-backed SaaS and technology-enabled services business serving the hospital market by providing telenursing monitoring. Activities included general financial oversight, the establishment of an FP&A function, and a sales forecasting interface with FP&A.

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- Served in a project role in sales operations for the SaaS component of the technology division of a Fortune 500 company. Activities included sales contract drafting and negotiation, contract assistance to the sales force, pricing reviews, and contract process activity.
- Provided financial support in bankruptcy engagement in a complex and disputed matter. Activity included guidance on historical ERP system records and selected asset value review.
- Served as fractional CFO for family-owned printer/copier dealer. Activities included a review of management reporting, a review of internal controls, the establishment of FP&A function and financial roadmap, buy-side M&A guidance and review, and assistance in strategic alternatives.
- Served as fractional CFO for a high-growth proptech SaaS business that uses sensors to improve facility management. Activities include forecasting and planning as well as advice on infrastructure. Focus on strategy and governance.
- Provided, on a project basis, guidance for emerging proptech/REIT business. Activity included guidance on norms for controls, systems, staffing, forecasting, FP&A, talent assessment, risk management, and general growth.
- Stepped in as an interim CFO to oversee Finance team in the sale of a multinational manufacturing and distribution company as it was being sold by a large PE firm to an international conglomerate.

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