

Andrew Raabe
Partner



Select Executive Experience

CFO Consulting (2023-present)

Wow Bao (2017-2023)

Chief Financial Officer

Potbelly Sandwich Works (PBPB)

Vice President of Finance (2014-2017)

Vice President of Supply Chain (2011-2014)

Senior Manager of FP&A (2005-2011)

Philips Electronics (PHG) (2000-2005)

Senior Financial Analyst

Core Competencies

Private Equity

Accounting

Financial Modeling

Forecasting

Cash Flow

Cost Accounting

Operational Efficiency

ERP Implementation

Metrics

Mergers & Acquisitions

Investor Relations

Data Analysis

Multi-unit

Franchise

Executive Profile

Andrew is a Partner on the Midwest team of Seaton Hill and operates out of the Phoenix area. Mr. Raabe is a dynamic financial executive with extensive experience in startups, private equity, and publicly traded companies. He has a demonstrated ability to drive significant revenue growth and enhance operational efficiency through innovative financial strategies. Andrew is a proven leader of high-performing teams and is adept at delivering actionable financial insights and facilitating strategic cross-functional decision-making. He is skilled in building and nurturing relationships with key external stakeholders, including investors and board members. Andrew leverages his diverse professional background to achieve organizational objectives and deliver bottom-line results.

Industry Experience

Restaurant

Technology

Aerospace

Manufacturing

Retail

Hospitality

Engineering

Consulting

Education & Certifications

Master of Business Administration in Finance

DePaul University

SEATONHILL™

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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.

Andrew Raabe
Partner



Key Experience

PE-owned Restaurant Brand: As CFO for this multi-unit restaurant brand, Andrew led strategic decision-making and organization structure for restaurant and retail expansion growth objectives from 5 to 3000+ units, resulting in 4X revenue growth and market dominance of Restaurant, License, Reseller, and Consumer Package Goods (CPG) business units. He also led and mentored a team of progressive finance, accounting, supply chain, data analysis, and IT professionals, fostering a high-performance culture. Andrew achieved 75% cost reduction operational improvements by transitioning key financial functions from the parent organization, including accounting, treasury management, compliance, tax, financial risk management, payroll, and audits. He led the implementation of the ERP/Operations Module (Restaurant365 financial software) and Business Intelligence solutions ahead of schedule, resulting in immediate process improvements, cost savings, and scale. Andrew built and maintained complex financial models for reporting, decision-making, and valuation. He collaborated with departments on KPI assumptions and timely reporting for visibility and accountability. Andrew managed cash flow and secured a \$3M Line of Credit, resulting in improved working capital and safeguarding financial stability during expansion. During his tenure, the restaurant was twice voted #1 Restaurant Brand of the Year by Fast Casual Magazine.

Publicly Traded Franchise Restaurant: As Vice President of Finance, Andrew created enterprise value for a publicly traded corporation, supervising a 425-unit, Chicago-based restaurant concept and contributing to a 300bps boost in the operating margin with strengthened controls. He increased investor confidence by delivering stakeholder communications, financial strategy, forecasts, and performance reports resulting in over 20% rise in stock value. Andrew guided the financial leadership of all strategic decisions, resulting in a CAGR of over 10% growth

in revenue and profitability, through sustainable business expansion and improved financial performance. He led all due diligence for M&A and exit activity, and relationships with bankers, and created presentation decks and materials for potential acquisition. Andrew promoted a culture of continuous improvement, resulting in streamlined operations, budgeting, forecasting, financial controls, investments, and optimizing cross-functional cost reductions, ultimately boosting company profitability, with 0 turnover in 3 years.

As Vice President of Supply Chain, Andrew facilitated seamless operations by leading procurement, distribution, and food quality and safety teams for 275+ unit restaurant concept. He enhanced supplier relationships by implementing the Supplier Council, resulting in increased collaboration, innovation, and mutual cost savings. Andrew surpassed an aggressive target of securing \$3M in annual cost reductions. He also spearheaded the redundancy of supply chain through the qualification of secondary supply sources, resulting in over 90% coverage of key items. Andrew received the Team of the Year award in 2014 by demonstrating excellent leadership and team development skills, with 0 turnover in 2 years.

As Senior Manager of Financial Planning & Analysis, Andrew managed the financial strategic planning and budgeting process in alignment with organizational goals. He executed accurate financial projections by designing new location Real Estate ProForma models. Andrew also streamlined financial reporting and analysis by introducing a Data Warehouse and actionable dashboards, resulting in a \$2M annual labor improvement and faster decision-making.

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