

John Harrell
Partner



Select Executive Experience

J-Ventures LLC (2015-2024)

Founder, CEO & Fractional

Citigroup, Inc. (2009-2012)

Vice President and Lead Financial Analyst

Florida Bank Group, Inc. (2004-2008)

Director, Executive Vice President & CFO

Black Diamond Financial Group (2002-2004)

Vice President & Finance Director

First Tuskegee Bank (1999-2002)

Director, Senior Vice President, & CFO

Memphis First Community Bank (1998-1999)

Senior Vice President & Controller

First Tuskegee Bank (1994-1998)

Vice President & Controller

Core Competencies

Financial Reporting & Analysis

Balance Sheet Management

Regulatory Compliance

Mergers & Acquisitions

Due Diligence

Holding/Parent Company Consolidated Reporting

Bank Accounting

Strategic Financial Modeling & Budgeting

Business Planning

Small Business Formation & Advisory

Board of Directors

Accounting Policies & Procedures

Executive Profile

John is a Partner on the Southeast team of SeatonHill. Mr. Harrell has over 25 years of experience providing financial and strategic guidance to businesses of diverse sizes and stages, from start-ups to growth-oriented established entities. He has deep expertise in financial reporting and analysis, balance sheet management, regulatory compliance, mergers and acquisitions, strategic financial modeling, collaborative business plan creation, small business formation, and advisory services. John is passionate about helping small and midsize businesses achieve their financial and operational goals, utilizing his proven record of accomplishment and experience in banking, bank accounting, business management, and financial support services.

Industry Experience

Commercial Banking

Consulting

Professional Services

Accounting

Technology

SaaS

Education & Certifications

Bachelor of Science in Accounting

The University of Alabama



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.

John Harrell
Partner



Key Experience

Fractional CFO Consulting Company: As founder, CEO, & Fractional CFO, John provided Fractional CFO, Controller, and Business Advisory services to start-ups and small to midsize companies. He assisted numerous startups & small businesses with business plan creation, incorporation, corporate by-laws, market analysis, banking, and other related business development needs, enhancing their growth and creating value.

Publicly Traded, Global Bank: As Vice President and Lead Financial Analyst for Citigroup-Global Markets Inc., John was responsible for balance sheet variance analysis, off-balance sheet reporting of derivative financial instruments, and researching and resolving global intercompany trade breaks.

Financial Holding Company: As Director, Senior Vice President, and Chief Financial Officer, John was responsible for the fiscal management of the bank holding company and its four banking subsidiaries. He was the Chairperson of the subsidiary banks' asset/liability and investment committees. As CFO, John & his team were key players in the mergers and acquisition evaluation, implementation, and post-closing integration & reconciliation process. Also, he prepared consolidated financial statements, financial analysis, budgeting, and forecasting for the bank holding company, and regulatory, board, and management reports. Additionally, he was responsible for board, management, and investor financial presentations.

Private Equity Company: As Vice President and Finance Director of Black Diamond Financial Group, John prepared & presented the firm's consolidated financial statements, budgets, and forecasts. John also prepared financial statements for the company's affiliated real estate development and insurance companies.

Regional Bank: As Director, Senior Vice President, and CFO, John was responsible for financial statement preparation, analysis, budgeting, and strategic planning. He also managed the asset/liability and investment portfolio and completed regulatory, board, and management reporting.

Community Bank: As Controller and Senior Vice President, John designed and implemented accounting policies and procedures and led financial budgeting and strategic forecasting. He was also responsible for regulatory, managerial, and financial reporting for the bank and bank holding company, asset/liability, and investment portfolio management. During his tenure as a Controller John designed and implemented accounting policies and procedures for a startup community bank. Also, during his time as Controller, John has developed and successfully implemented internal audit plans.

SEATONHILL™

SeatonHill Partners, LP
777 Main Street, Suite 600
Fort Worth, TX 76102

www.SeatonHill.com

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For more information contact:

John.Harrell@SeatonHill.com