

John Balch
Partner



Select Executive Experience

KycKGlobal Inc (2018-2023)

Chief Financial Officer

**Worldpay
(2013-2018)**

Vice President Accounting & Settlement

Comdata Corporation (2012-2013)

Interim CFO

Alexander Gallo Holdings (2008-2012)

Vice President Finance

Navicure Inc. (2006-2008)

Chief Financial Officer

**Wolters Kluwer Health Inc. (formerly
NCDHealth) (2000-2006)**

Vice President Finance, Healthcare
Analytics

Core Competencies

Settlement and Operations (Payments
Industry)

Treasury Management

Cash Management

Budgeting and Forecasting

Contract Structure and Negotiation

Metrics

Employee Incentive Plan Design

Executive/Board Reporting

Revenue Recognition For Complex
Transactions

Executive Profile

John is a Partner on the Southeast team of SeatonHill. Mr. Balch is a Senior-level financial executive with extensive experience in transaction-driven technology businesses, including card issuing and payment processing, professional services, and information management. He has a proven track record of building, mentoring, and managing high-performance teams during demanding financial conditions. John blends strong analytical skills with reasoned listening skills to improve transparency and profitability, maximizing cash flow and driving organizational growth at all levels.

Industry Experience

Payment Processing

Finance

SaaS

Healthcare

Education & Certifications

Master of Business Administration in Accounting

University of Wisconsin, Madison

SEATONHILL™

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For more information contact:

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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.

John Balch
Partner



Key Experience

PE-backed Payment Processing Company: As Chief Financial Officer for this early-stage company, John was one of the first employees and founding member of the management team, working closely with the CEO, CTO and CPO to establish and maintain back office and financial reporting processes and controls. He developed Board, executive, sales productivity, and management reporting to measure operational and sales metrics and was also responsible for monthly Board Reporting. John implemented HR and payroll processes and reporting. He worked closely with the CEO and the investment banking firm to raise additional private equity capital, identify strategic buyers, complete due diligence, and sell the Company.

International Payment Processing Business: As Chief Financial Officer, John was the leader of the accounting/settlement/treasury functions for the US business unit of a UK-listed electronic business with operations in all 50 states. He worked closely with business leaders of the executive leadership team helping them solve business and operational problems. John led the financial forecasting, budgeting, and analysis group during a period of change. He developed metrics and insightful reporting to provide a deeper understanding and control of operations and sales. John received high 360-degree feedback from all elements of the business. He also oversaw settlement, revenue recognition, internal and external financial reporting, review/signature of legal agreements, procure to pay, tax reporting, and treasury management.

Gift Card Processing and Management Company: John served as Interim CFO with leadership and day-to-day responsibility for financial planning and analysis, treasury, operational & settlement accounting, and internal and external financial reporting. He led a project to design and implement a settlement processing unit to drive controlled, effective, and efficient daily settlement and reporting for this merchant processing company with annual settlements of more than \$45 billion. John re-engineered the reporting & controllership function to better align responsibilities to reporting cycles, build and retain expertise within the employee

group, and produce accurate financial reports within a tight close period. He consolidated the finance and accounting organizations into one integrated group and vastly improved the responsiveness and effectiveness of the accounting and financial reporting functions.

Physician Revenue Cycle Management Solutions SaaS

Company: As CFO, John Directed all aspects of financial management, including accounting and financial reporting. He established accounting policies and completed the initial audit. John Led the Board of Directors reporting and communications, treasury management, and risk management.

He successfully completed the Company's first strategic planning project, which led to focused business direction and improved profitability. John's other special projects included:

- Designed and implemented an incentive compensation plan for executive management.
- Designed and implemented a sales incentive plan for the sales group.
- Selected and migrated the banking relationship to a new bank partner.
 - Obtained working capital financing.
 - Implemented the Bank's treasury management services.
- Utilized outside valuation experts and completed stock valuation projects designed to estimate the value of the Company's stock options. Administered stock option program.

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