## SaaS & Technology Services

### TM SEATONHIL **Strength in Numbers**





SaaS

Platform as a Service

- **Cloud Service Providers**
- **Data Centers** Hardware as a Service
  - Life Sciences

Do you need the financial leadership that understands the complexities of a tech-based business? Our CFO Partners have diverse experience in a broad range of SaaS and technology verticals, bringing high-level expertise to provide organizations financial leadership with a strategic and operational focus that improves critical decision-making and fosters growth.

### SeatonHill CFOs Deliver Results

- · Clear, complete, and compliant reporting
- Forecasting, planning and scenario analysis
- Key metrics review and benchmarking •
- M&A transaction readiness and execution
- Capital raises and restructuring ٠
- High growth execution and infrastructure
- Revenue recognition/ ASC 606 expertise •
- Technology specific risk management review
- Internal control reviews

#### Thomas A. Fink **Washington DC Office**

Lyle Newkirk

**Steve Wolff Chicago Office** 

**Kip Gordon Chicago Office** 

#### Stuart Robertson **Dallas/Fort Worth Office**

**Perry Trevithick Houston Office** 

**Gayle Anderson Dallas/Fort Worth Office** 

José G. Catão **New York Office** 

# Customer acquisition cost/lifetime value analysis and guidance

Crisis management

Historical financial statement cleanup

Private equity and board relationships

Industry-specific strategy and governance expertise

Business Intelegence and Key Performance Indicators (KPIs)

Bookings, revenue and sales operations review and guidance

Recurring contract management, analysis, and controls

### **Brett Beemer Orlando Office**

Will Baccich **Dallas/Fort Worth Office** 

Jeff Noland **Dallas/Fort Worth Office** 

**Brian Alleman Dallas/Fort Worth Office** 

#### Susan Echard **Phoenix Office**

Shyamal Parikh **Dallas/Fort Worth Office** 

Gene Jones **Houston Office** 

Matt Cassell **Dallas/Fort Worth Office** 

### SeatonHill Is Where You Are

Atlanta Austin/San Antonio Birmingham Boston Cedar Rapids Chicago Dallas/Fort Worth

Detroit Houston Los Angeles Milwaukee Minneapolis/St. Paul Nashville New York

Philadelphia Phoenix Princeton Raleigh San Diego Washington DC

# **Atlanta Office**