

# Karen Reynolds

TechCXO Finance & Operations Partner



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## CONTACT DETAILS

## RELEVANT EXPERIENCE

Karen Reynolds is a Finance and Operations executive who is adept at managing all financial and administrative aspects of businesses, including 25 years of experience at the C-level for private and public companies. Her domain expertise is especially noteworthy in the FinTech space. Among her career highlights, Karen served as:

**CFO, Intelligent Systems Corp. (parent) and CFO, CoreCard Software, Inc. (subsidiary)** – Led negotiations on a multi-million dollar software license agreement with top tier investment banker resulting in significant increases in revenue and profits.

**President and CFO, zBoost, LLC (formerly Wi-Ex)** – Successfully relaunched 23 product offerings with stringent time constraints set by the FCC while continuing to sell through existing inventory. Represented company to FCC commissioners resulting in Ruling in company favor. Positioned company for sale to largest competitor, optimizing shareholders' ROI. Led due diligence process and post-merger integration.

**Interim CFO, DH Supply Company** – Filled immediate vacancy continuing through growth stage to timely acquisition of company coordinating financial due diligence and post-merger integration.

**CFO, McCamish Systems, LLC** – Turnaround from loss to profit in two-year time period by implementing budgets and financial controls.

**VP of Finance, DayStar Digital** – Led negotiations and due diligence on credit facility, coordinated due diligence on equity infusion and negotiated credit lines with suppliers.

## EDUCATION & CERTIFICATION

### Purdue University

Bachelor of Science, General Management / Accounting

Licensed CPA (Georgia); CGMA

## PERSONAL STATEMENT

I enjoy partnering with people at all levels within an organization, as well as key external advisors. I find that working collaboratively to gather information and feedback from team members typically provides the most comprehensive set of data, resulting in better decisions for companies. While I am primarily a CFO, having managed all aspects of Accounting and Finance for 25 years, I have also functioned as a President of a consumer electronics company, which enables me to assist clients with a "big picture approach."

## PRACTICE FOCUS

### FINANCE

- Treasury & Cash Management
- Debt & Equity Financing
- M&A, Divestiture, Joint Ventures
- Turnarounds & Restructurings
- Board of Directors
- Financial Modeling/Strategic Bus. Plan
- Accounting Systems Integration
- Audits, Audit Committees

### OPERATIONS

- Turnarounds & Restructurings
- Interim COO/Management
- Process Improvement
- Business Performance & Cash Flow
- Partner/Vendor Management
- Contracts
- Organizational Structure

## SPECIALTY AREAS

Karen is a TechCXO's subject-matter experts for companies in the \$10M to \$100M range for the following:

- M&A, Due Diligence, Post-Merger Integration
- Budgeting & Forecasting
- Cash Flow Management & Negotiations
- Pricing & Profitability Analysis
- Risk, Benefits, Facilities, Contracts

## SECTOR EXPERIENCE

### FINTECH

- Payments and Processing
- Card Management

### COMMERCIAL PRODUCTS & SERVICES (B2B)

- Distributors/Wholesalers
- Office & Personnel Services

### CONSUMER DURABLES & RETAIL (B2C)

- Consumer Electronics
- Internet Retail

### IT SOFTWARE, HARDWARE, COMMUNICATIONS & NETWORKING

- Application Software
- SaaS
- Computer Parts & Peripherals
- Wireless Communications Equipment

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