

Keith Heffron

TechCXO Partner - Finance & Operations



CONTACT DETAILS

(770) 241-5069
keith.heffron@techcxo.com

RELEVANT EXPERIENCE

Keith Heffron is an innovative financial leader, business owner and transformative CFO who scales emerging companies. His experience in all areas of business operations includes driving continued improvement in successful business units for startups and Fortune 100 companies.

Among his career highlights are the following:

Owner/Founder of Southern Property Restoration where he created a successful property restoration company focusing on disaster clean up and reconstruction for insurance clients. He grew revenue to \$5M by year four through rigorous financial analysis and accountability, focus on company culture, and an efficient operating model.

He served as **Senior Director - Finance for Comcast**, providing finance oversight of a \$3.5B market. He was **Vice President Finance-CFO, West Division for Charter Communications**. He oversaw a \$1.4B division and 130 employees whose functions included Finance & Accounting, Capital Management, Warehousing & Supply Chain, Credit & Collections, Sarbanes -Oxley compliance & Internal Audit, Support Services including Real Estate, IT & IS.

Keith also served as **VP-Finance, CFO for both Adelphia and AT&T Broadband**.

Keith is a volunteer with The Intersect Project which mentors at-risk boys. Keith is also an active Mentor at the Woodson Academy, a Title 1 school in Atlanta.

EDUCATION

Edison State College, BA in Accounting
Colorado State University, MBA in Finance

PERSONAL STATEMENT

In addition to building and refining Finance organizations, I particularly enjoy the strategic partnership with CEOs of growing companies. As a trusted Advisor, my goal is to be sure that I help CEOs make decisions that maximize enterprise value, allow them to focus on the aspects of the business that they truly love, and ultimately improve the quality of life for all stakeholders of the business.

Owners and executives hire me to:

- Build and refine Finance departments
- Help them raise funding, prepare for sale, and sell their company
- Advise from an outside perspective on strategic issues
- Establish metrics and KPIs to drive the desired organizational behavior
- Create actionable analysis
- Work with all stakeholders to ensure alignment buy-in

PRACTICE FOCUS

TechCXO has assisted more than 750 technology companies to build value, enter new markets, increase sales and improve margins. Keith accelerates value in the following areas:

FINANCE

- Build and refine Accounting and Finance departments
- Accounting & Internal Controls
- Strategic Planning/Modeling
- Actionable analysis and reporting
- Treasury and Cash Management
- Fundraising/Financing
- Turn-arounds & Restructuring
- Company Sale

OPERATIONS

- Benchmarking/KPIs
- Process Improvement
- Business Performance & Cash Flow
- Interim COO/Management

SPECIALTY AREAS

Keith is one of TechCXO's subject-matter experts in 1) Strategic Business Planning/Modeling; 2) M&A, Divestiture, Joint Ventures; and 3) Turnaround & Restructurings

SECTOR EXPERIENCE

COMMERCIAL & FINANCIAL SERVICES

- Accounting, Audit & Tax
- Construction & Engineering
- Private Equity
- Utilities

INFORMATION SERVICES COMMUNICATIONS & SOFTWARE

- Big Data
- Business Productivity
- Financial Software
- SaaS
- Telecom & Wireless