

Date: July 2018

Department: Finance

Position: Vice President of Finance

of People Supervised: 2 Direct
12 Indirect

Position Reports to:

President

The primary role of the VP of Finance is to be responsible for all treasury, tax, accounting and financial reporting as well as strategic partner for the president and executive leadership team. This position must understand the operations of the business and how the financial system interrelates with operations, understand capital structures and cash management. Must understand business risks - both financial and non financial - and know how to mitigate those risks. It's critical to know strategy, be able to see the big picture, and to make decisions. An understanding of the audience and being an effective communicator is a must.

Major Position Responsibilities and Accountabilities:

- Provide strategic and tactical financial leadership in a \$140 million, multi-channel, branded direct-to-customer marketing company.
- Be a key business partner with executive leadership team, assess organizational performance against plan and long-term strategy
- Maintain a strong relationship with the bank providing the Company's working capital revolver
- Actively monitor cash position to minimize revolver balance and improve working capital
- Track and ensure compliance with any financial covenants
- Develop and utilize forward-looking, predictive models and activity-based financial analyses to provide insight into the organization's operations and business plans
- Ensure timeliness, accuracy, and usefulness of financial and management reporting for all stakeholders
- Oversee the preparation and communication of monthly, quarterly and annual financial statements
- Lead the accounting department to ensure proper maintenance of all accounting systems and function
- Implement strategies to minimize taxable income and monitor evolving tax exposures
- Ensure all income tax returns and estimates are filed on time
- Take calculated risks to improve the financial position
- Ensure maintenance of appropriate internal controls, audits and financial procedures.
- Develop and maintain the annual capital budget.
- Lead due diligence and strategic analysis on potential acquisitions.
- Oversee 12-month and long-term budget planning that is in alignment with company strategic growth plan.
- Develop and mentor direct reports
- Assist in the development of the annual incentive program
- Lead annual insurance renewal process and ensure any potential claims are reporting timely to insurers
- Serve as the Secretary, maintain corporate records and coordinate board of director meetings
- Responsible to provide internal review of contracts and bring in external legal counsel when appropriate
- Coordinate response to all lawsuits, claims, trademark infringement
- Serve as a member of the 401(k) Investment Committee and Treasurer of the Foundation board

The above is intended to describe the general content of and requirements of the performance of this job. It is NOT to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

Prepared by: Holly Nelson 07/2018

Approved by: _____

Required education, skills, abilities, and experience:

- Bachelor's degree minimum in accounting or finance, MBA preferred, CPA/CMA required.
- Extensive multi-channel industry or consumer goods background (5+ years) including working knowledge of finance, treasury, marketing, and operations preferred.
- 10+ years finance leadership experience.
- Knowledgeable in multiple financial modeling techniques.
- Strong leadership skills: empowerment and mentoring.
- Effective communicator of the financial health of the company to all stakeholders

The position will report to the President of Silver Star Brands. FEI member, Holly Nelson, who is retiring from the role mid-October, presented this opportunity to the chapter.

Interested applicants can apply for the position by emailing their resume and cover letter to:
jmolash@silverstarbrands.com