

STRATEGIC, FINANCIAL, MARKETING AND OPERATIONAL EXPERTISE



Strategy. Finance. Marketing. Operations.

We are a boutique consulting firm that specializes in providing strategic, financial, operational, marketing, accounting and tax expertise to companies that are looking to scale their business or are resource-constrained and prefer to outsource C-level help. One aspect that makes our practice unique is that we combine a wide range of strategic skills with deep operational experience.

We have sat in the seat of the entrepreneur/owner so we know what you need and how to help you achieve your goals because we have done it before. Let us help you bridge the gap between strategy and implementation.

STRATEGY

Business plan development, acquisition evaluation (M&A), development of fiscal and strategic plans for Board and Executive Management, SWOT analysis, fiscal and human resource planning, operations consulting, management coaching.

MARKETING

B2B and B2C marketing, marketing strategy and planning, branding and naming conventions, messaging and positioning, channel strategy, market segmentation and go-to market plans, demography, psychographic and buyer personas, competitive intelligence, social media marketing and influencer relations, SEO/SEM and digital marketing strategy, customer acquisition, business development, partner marketing, restructuring, brand extensions and makeovers.

FINANCE

Cash flow and expense management, financial reporting for BOD, management reporting, valuation, capital raising, insurance evaluation, profitability analysis, fiscal and human resource planning, operations consulting, outsourcing.

OPERATIONS

Development of operational goals and objectives to support overall corporate strategy. Business process design, organizational development, systems specifications, metrics setting, driving alignment among all aspects of organizations. Implementation, change management, reorganization support, talent acquisition, professional development, employee training. Vendor management, asset procurement, IT implementation, human resource administration, development of corporate policies and procedures, contract drafting and negotiation.

ACCOUNTING AND TAX

Management of all bookkeeping functions, client invoicing, payables management, preparation of monthly financial statements, developing capital & expense budgets, preparation of owner and business tax returns, tax compliance consulting, IRS representation.



OUR SOLUTIONS

STRATEGIC

Business plan development for both startup ventures (e.g. new product launch or new segment entry) as well as ongoing operations

Design, establish, and maintain an organizational structure to effectively accomplish corporate and departmental goals

Development of annual fiscal and strategic plans for Board of Directors as well as Executive Management

Provide strategic financial input and leadership on decision-making issues affecting the organization, e.g. the evaluation of potential alliances, acquisitions and/or mergers

Fiscal and human resource planning to support corporate strategic plans

MERGERS & ACQUISITIONS ADVISORY

Review of proposed offer terms for potential corporate sale, including detailed analysis of shareholder returns, owner and key employee compensation plans, and terms of earn-out payments, if any

Evaluation of potential acquisitions as part of overall growth strategy

Assistance with due diligence process including research and analysis of all requested items by potential acquirer

Development of corporate valuation based on weighted average of comparable public companies (both price-to-sales and price-to-EBITDA, comparable transactions, and discounted cashflow)

CAPITAL RAISING & INVESTOR RELATIONS

Development of detailed fiscal projections (pricing and revenue models, market penetration, expense details, personnel requirements, forecast balance sheet and cash flow statements, etc.)

Development of business plans, offering memoranda and subscription documents for equity and convertible debt capital raises

Creation of investor presentation materials, including executive summaries, investor decks, and video presentations

LEGAL & HUMAN RESOURCES

Development of variable compensation plans for entire firm, including stock option plans, phantom stock plans and profit sharing plans

Development and negotiation of employment agreements, vendor agreements, client contracts (initial and renewal), alliance partner/channel partner agreements

Design, establish and maintain an organizational structure to effectively accomplish corporate and departmental goals

Support for talent acquisition and retention strategies as well as human resource administration, including offer letters, benefit plan reviews, compensation plans, severance agreements, professional development (training) plans, and more

FINANCIAL

Bookkeeping: manage accounts receivable, accounts payable, general ledger maintenance, payroll processing, bank reconciliations, end of month closing process

Development of a reliable cash flow projection process and reporting mechanism that includes cash threshold to meet operating needs of the company

Development of high-level reporting for Management, Investors and Board Members for monthly and quarterly fiscal results versus projections with analysis for key variances

Preparation of all key product/service investment decisions for review/approval with corresponding return on investment analysis

Executive dashboard based on financial results and operational activity, key performance indicators, margin analysis by segment, product, service, location

Written analysis for review/approval by independent auditors and Board Members

TAX CONSULTING

Preparation of individual and business (partnerships, corporations, LLCs and nonprofits) tax returns

Management for tax compliance, audit assistance, tax planning and research, international tax consultation, sales and property tax consultation



POWERFUL, STRATEGIC PARTNERSHIPS

"Having The CEO's Right Hand as part of the team has made a tremendous impact on our ability to not only see what has happened, but provides us with critical insight into where we are headed, enabling us to adjust our strategy and tactics to achieve our growth goals for the company. Without their help, we would be flying blind."

David Schnurman
Lawline, CEO & Founder

"The CEO's Right Hand is a major asset to the company. We would not be where we are today without their help over the past year. They quickly learned our business model and translated the finance and operational drivers into actionable goals for the entire team."

Michael Kim
Adgorithmics, CEO

"TCRH has been a tremendous resource since eDrive Retro's inception. They helped us develop our business strategy and translate that into a financial model we've been able to use for the future of our company. They were quick to come up to speed on *what* we do and *how*. They are truly trusted advisors, who desire to help business owners grow, and we would not be as far along without them."

Michael Richardson
eDrive Retro, CEO & Founder

REPRESENTATIVE CLIENTS



ABOUT US

Based in New York, our firm serves small to mid-sized clients globally across a spectrum of industries including finance, education, technology, eCommerce, health/wellness and automotive. We are comprised of a team of leaders, with decades of experience among us, providing guidance to startups as well as established companies. We combine the knowledge of the world of business with emerging technologies, enabling us to counsel our clients and help leading-edge companies grow.

Because we believe in working closely with leadership to first understand their vision for the company, we can then shape our process around each client to implement a sound fiscal and operational strategy that allows us to transform their businesses and grow at critical junctures in their evolution. From strategic planning to budget/forecasting, Board-level presentations to development of key performance indicators, compensation planning to margin analysis, the company provides an end-to-end solution for supporting ongoing or one-time (project) needs.



OUR EXPERT TEAM

JULIE DEVINCENZI

OPERATIONS ASSOCIATE

- Operations and administrative professional with over 15 years of experience.
- Experience in program development, communications, data management, marketing and recruitment, and customer relations.

VIC EDWARDS

TAX CONSULTANT

- Experienced CPA, consultant and investment advisor with over 25 years in accounting, taxation and investments.
- Services include reporting to taxation authorities at federal, state, county and local levels, advising management on the tax implications of various corporate strategies.

SHERI ELOWSKY

CFO CONSULTANT

- 25 years of experience working in the entrepreneurial arena.
- Specializing in developing and strengthening high-growth companies in a wide variety of industries including Entertainment, Media, Advertising and High-Tech.

CHRIS FAUST

CMO CONSULTANT (FASTLANE)

- Chief marketing executive with over 20 years experiencing representing leading B2B and B2C brands in various industries.
- Focuses on accelerating businesses through the latest in digital, social, mobile, video and other new approaches to marketing and communication.

LARRY FISH

CFO CONSULTANT

- Providing over 30 years of financial and operational leadership
- CPA, Advisor, Board Member, Angel Investor to numerous early-stage ventures and a faculty member of the International Culinary Center where he teaches Hospitality Entrepreneurship.

EDWARD MCCORMICK

CFO CONSULTANT

- Finance and strategic advisory professional with a history of success across sectors including Technology, Media, Telecom, Industrials, Energy and Financials.
- More than 15 years of experience advising, analyzing, and investing in companies ranging from global incumbents to emerging innovators.

ERIC MENKE

MANAGEMENT CONSULTANT

- 25 years of investor, advisor and management experience with expertise in channel strategies, brand repositioning, logistics, industrial manufacturing and product innovation.
- Founding partner of a \$148 million private equity fund focused on making private equity and growth capital investments in companies in the lower-middle market.

JAJUAN WILLIAMS

ACCOUNTANT

- Providing expertise in management accounting, cost accounting, forensic, non-profit, and real estate accounting.
- 14 years of Accounting, Business Consulting, and Tax Experience as well as public accounting.

RENEE WONG

CFO CONSULTANT

- Member of global leadership teams
- 15 years of strategic and financial management experience
- Expertise in finance, corporate management and strategy, rebranding and marketing, technology and with a particular-focus on driving key growth initiatives.



WILLIAM J. LIEBERMAN

FOUNDER & CEO

Mr. Lieberman is the founder & CEO of The CEO's Right Hand, a New York-based consulting services firm that provides a full suite of strategic, financial, marketing and operational services to founders, CEO's and Executive Teams.

Mr. Lieberman's first venture was CMR Technologies, a FinTech company serving the investment management consulting space. From CMR, William formed Xtiva Financial Systems, a software company specializing in sales compensation solutions. Mr. Lieberman served as Xtiva's CEO, building the company to over \$10 million in revenues and 100+ clients. He also served as President and CFO for Interactive Donor, a New York-based Benefit Corporation incentivizing charity through rewards.

Mr. Lieberman holds double Masters degrees, one in Business Administration and the other in Computer Science from the University of California at Los Angeles. He completed his Bachelors in Computer Engineering from the University of California at San Diego.



HOW CAN WE HELP YOU?



SAMPLE ENGAGEMENTS

- Management coaching for CEO of 75+ employee company and a CFO of a 100+ employee company, to enable them to improve their ability to drive company growth and manage their teams.
- Work with lenders to restructure \$900,000 working capital facility enabling SaaS-based FinTech firm to continue to invest in Product Development and Sales & Marketing activities.
- Strategic advisory services for software startup, including assistance with overall development process, capital raising, and corporate strategy.
- Fractional CFO/COO to a multi-million dollar online continuing education platform for attorneys and accountants.
- Financial modeling and strategic advisory for a technology company that develops and sells an eCommerce platform.
- Fractional CFO/COO for early-stage eCommerce firm, including seed-round capital raise, development of integrated 5-year financial model, investor presentation, capitalization table and term sheet.
- Development of detailed pricing and ROI model for logistics software business as part of a long-term client contract renewal.
- Strategic advisory to international jewelry manufacturing business, a creative marketing firm and a video production/editing company.
- Design of executive/financial dashboard with key performance indicators for an eCommerce (fashion) company exhibiting tremendous growth ahead of Series A financing round.
- Development of integrated financial model and pitch deck for \$12 million Series B capital raise for \$50MM food & beverage company.
- Fractional CFO for an international startup company developing a revolutionary approach to converting sports cars from combustion to electric engines.



CONTACT US

Get a Summary of Your
Financial Business Model
and
Assessment of the
Financial Health of Your
Business.

CALL US

646-277-8728

LEARN MORE

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