



## Chief Financial Officer (CFO)

A trusted advisor who provides strategic analysis, insights, and direction to the CEO, C-suite, and external stakeholders, while leading your finance and accounting team

**When to hire:** <\$2MM Revenue (PT); +\$25MM (FT)

**Median base salary (FT):** \$200,000 to \$250,000, +bonus

**Typical hourly rate (PT):** \$300+

*Median base salaries based on nationwide averages. Data pulled June 2022.*

### Top Qualities

- Exceptional analytics and communication skills; can translate financial data into actionable insights
- Direct experience with planned initiatives (i.e., if you plan to [raise venture capital](#), look for a CFO who has successfully done so before)
- A proven track record for executing strategies to improve profitability
- Strong financial planning, risk management, and problem-solving skills
- Business ownership - a CFO who has built a company of their own is uniquely qualified to develop and deliver actionable advice to the CEO

### Primary Responsibilities

- Analyzes financial statements and operations to identify issues, mitigate risk, and develop sound financial recommendations
- Works with the CEO, COO, and others on the management team to establish financially viable growth strategies and plans
- Hires, manages, and motivates a reputable, trustworthy accounting team to keep accurate and compliant financial records, manage the budgeting and forecasting cycle, and produce periodic financial reports
- Develops and implements scalable financial processes, procedures, and solutions to support growth initiatives
- Builds and nurtures relationships with investors, bankers, and board members
- Prepares the company to raise any capital required, including securing loans, pursuing venture funding, or managing an IPO
- Assesses and implements merger, acquisition, and partnership strategies

### Sample [Interview Questions](#)

By the time you entice a CFO to an interview, you will probably be sure of their qualifications. So use this time to pose interview questions that will help you understand how this person operates. See the link above for additional CFO-specific questions.

- » "Pick a company you have worked with and tell me about their vision. How did you help them achieve it? Or if you failed, why, and what could you have done differently?"
- » "What do you know about our company? What challenges and risks do you anticipate, and where do you think you could add value?"
- » "Tell me about a time when you navigated a merger and acquisition event for a company. How did you prepare your team for the process, and what did you do to ensure success?"