



Garry Hoffman

Qualifications Summary

Garry has experience in e-commerce, non-profit, hospitality, food and beverage, and real estate. Prior roles include director of finance, controller, and accounting manager. Process improvement and actionable reporting and analysis are core to his accounting approach and communication. He has additional experience with multi-state and international operations. Garry holds a degree in Finance from the University of Florida and a Master of Accounting from Montana State University.

Core Expertise

• E-Commerce Platform Integrations • Period End Reporting • Indirect Tax (Sales, VAT, GST, B&O) • Budgeting & Forecasting • Cash Flow Analysis & Management • 401k & ESOP Audit Management • Multi-State Payroll & Tax Accounting • Bookkeeping & Reconciliations • GAAP Reporting & Accounting • Inventory Accounting

Professional History

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|--------------------------|---------------------|----------------|
| Independent Consulting | Consultant | 2023 - Current |
| Card Kingdom | Director of Finance | 2018 - 2022 |
| Soundview Medical Supply | Finance Manager | 2016 - 2018 |
| Pop A Lock | Consultant | 2015 - 2016 |
| Clark Nuber | Tax Associate | 2011 - 2014 |
| Voyager Group | Accounting Manager | 2008 - 2011 |
| Aramark | Accounting Manager | 2007 - 2008 |

Accomplishments

- Completed stalled Sage Intacct rollout. Received clean audit opinion for transition year.
- Resolved an 8-month Rippling deployment failure. Fully live in 90 days.
- Developed team, systems, and process to scale from \$50mm in annual revenue to \$120mm.
- Implemented change from QuickBooks to NetSuite with core systems automated on time.
- Revised 3 years of financials to amend federal taxes resulting in a tax benefit of \$200k.
- Improved AR collections resulting in DSO of 21, down from 24.
- Review of state tax returns resulting in refunds of \$275k.
- Collected \$50,000 in receivables within 6 months of employment which were over 90 days past due. Maintained zero balance in past 60 days aging.
- Improved transaction process which reduced POS transaction time by 66%, as well as decreasing accounting entries by 50%.
- Secured \$4.7mm in PPP Loans and \$3.8mm in ERC credits.

Education / Licenses

- Bachelor of Science, Finance, University of Florida, FL
- Masters in professional accounting, Montana State University, MT

Software

• Net Suite • Sage Intacct • Great Plains • QuickBooks (Online, Desktop) • Bill.com • Melio • Rippling • Power BI • Confluence/Jira • Heartland • Upserve/Toast • ADP Workforce/Run • Paychex • Aloha • Micros • Tax Jar • Avalara • Stripe • Braintree • Paypal • GSuite • MS Office