



# Enterprise-Class Financial & Operational Performance Solutions



CFO Edge, LLC delivers enterprise-class financial and operational performance solutions to executives throughout Southern California.

Based in Los Angeles, our formerly-seated chief financial officers engage on demand as part-time CFOs, single-project CFOs, and interim CFOs to help executives successfully resolve pressing challenges and realize their financial and operational goals.

### We serve

- Owners, presidents, CEOs, CFOs and senior financial executives
- Privately-held and public companies in greater Los Angeles and Southern California
- Multiple industries including business services, entertainment, financial services, healthcare, manufacturing, non profits, real estate, retail, technology, and wholesale

### We address

- Pressing financial and operational challenges impeding profitability and growth
- The desire to realize mid- and long-term visions for greater profitability and growth
- Business initiatives and stages: strategic planning, M&A, IPO, restructuring and exit

### We are

- Formerly-seated chief financial officers at large enterprises across multiple industries
- Broadly experienced and deeply skilled in strategic planning and business management
- Experts in both big-picture advisory services and day-to-day, hands-on immersion
- Innovative, insightful, entrepreneurial, collaborative and accountable

### We deliver

#### Financial & Operational Performance Solutions

<b>Strategy &amp; Planning</b>	Growth Strategy	Profitability Strategy	Cost Strategy	Exit Strategy
<b>Business Management</b>	M&A Advisory	IPO Advisory	Contract Negotiation	Covenants
<b>Corporate Governance</b>	Compliance	Filings	Risk Management	Internal Controls
<b>Performance Measures</b>	SWOT Analysis	KPIs	Dashboards	Balanced Scorecards
<b>Financial Initiatives</b>	GAAP-to-IFRS	Audit Preparation	Revenue Recognition	Restatements
<b>Financing Advisory</b>	Funding Presentations	Business Loans	Equity	Investor Negotiations
<b>Cash Advisory</b>	Financial Modeling	Cash Flow	Cash Management	AR/AP Optimization
<b>Accounting &amp; Systems</b>	General Ledger	Budgeting/Forecasting	Reporting	Application Integration

### Your outcomes

- Enhanced productivity, greater profitability, and improved overall financial performance
- Reduced costs and/or better cost controls
- A higher level of overall financial control
- The meeting of compliance, restatement, and other deadlines
- A more strategic and proactive focus
- Greater satisfaction and peace of mind

### Our value

- You have on your team a former enterprise CFO laser-focused on a specific project.
- You are contracting deep expertise and bandwidth for only as long as you need us.
- Our team approach means you're leveraging an entire financial performance brain trust.
- Proven outsourced CFO expertise generates high ROI, is cost effective and is efficient.

## Arthur F. Rothberg ■ Managing Director ■ CFO Edge, LLC

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Arthur Rothberg is the Managing Director of CFO Edge, a Los Angeles-based provider of CFO services that help executives solve financial problems as well as create, grow and sustain value.

He has over 35 years of diversified experience in public and private accounting serving middle-market companies. He has also served as the chief financial officer of companies in the financial services industry.

As a partner of a large national CPA firm, Rothberg provided professional audit and consulting services to companies operating in a variety of industries, including financial services, high technology, manufacturing, medical services organizations, real estate, retail, and wholesale distribution.

He has experience in financial modeling, strategic planning, corporate performance measurement and new business start-ups. Professional affiliations include the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants. He is an Intuit Certified ProAdvisor in QuickBooks, QuickBooks Enterprise, QuickBooks Point of Sale, and QuickBooks Online. He maintains active CPA licenses in California and New York, is a chartered global management consultant (CGMA), and is admitted to practice law in New York.

Rothberg holds a Bachelor of Science in Accounting, Summa Cum Laude, from New York University, New York, New York and a Juris Doctor degree from Pace University School of Law, White Plains, New York.



### Expertise

Accounting Policies & Procedures	Divestitures	Foreign Currency Operations	Litigation Support
Accounting System Design	Financial Covenants	Forensic Accounting	Mergers & Acquisitions
Audit Preparation & Supervision	Financial Forecasting	Investment Partnerships	Revenue Recognition
KPI & Scorecarding	Financial Modeling	IPO Preparation	Strategic Planning

### Experience

CFO Edge, LLC	Managing Director
Tatum, LLC	CFO Partner
McGladrey & Pullen, LLP	Partner, Audit Services
Fusura, LLC (an AIG subsidiary)	Vice President and Chief Financial Officer
Answer Financial Inc.	Senior Vice President, Chief Financial Officer and General Counsel
Yohalem Gillman & Co. LLP (now part of Anchin, Block & Anchin)	Senior Partner

### Resources

All of the following are available on our Resources page: [www.cfoedge.com/cfo-resources.asp](http://www.cfoedge.com/cfo-resources.asp)

#### White Papers & Briefs

- Outsourced CFO Services: When Do They Make Sense for Your Business?
- Performance Measurement: At the Heart of Performance Management
- Planning a Business Exit
- Year-End Strategic Planning & Forecasting: Now Is the Time for a New Approach

#### Articles

Our resource library contains 125+ articles that discuss challenges and recommendations in financial strategy, business management, and day-to-day financial operations.

#### CFO Inside Edge Newsletter

Subscribe to our once-a-month emailed newsletter to receive our partners' commentary on timely financial topics along with notification of new white papers and articles.