



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

JOE ALOUF, CPA

Consulting CFO

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(415) 395-6867

EXECUTIVE SUMMARY

Consulting CFO who brings to clients his inspiration and distinctive capabilities in business model scaling, reinvention, and operational and financial optimization. With experience spanning more than two decades in a multitude of industries, Joe has a demonstrable track record building winning teams and helping companies in transition maximize their operational potential. Equally valuable for clients is his hands-on expertise and wide network of contacts related to debt and equity capital raising.

EXPERIENCE

PARTNER, CONSULTING CFO

2019 to Present

Specialty consulting CFO and recruiting firm that customizes financial management solutions by utilizing part-time and full-time staff through contract employment or direct hire.

- Leads the Corporate Finance & Transformation practice group and member of the Food & Beverage practice group.

CFOs2GO

www.cfos2go.com

CFO CONSULTANT

2009 to 2018

An affiliate of Kurt Salmon Associates providing services in 3 distinct business areas: Business Model Reengineering; Interim CEO/COO/CFO; and Digital Transformation

- Advise on mergers & acquisitions, including financial assessments, negotiations of transactional terms and oversee all attorney and banker coordination
- Develop analysis and execute strategy of various business initiatives (e.g., opening new locations, asset acquisition, new product and/or service launches, disposition of non-performing areas, etc.)
- Design and implement accounting, MIS and ERP systems and protocols

Eaglepoint Advisors

San Francisco, CA

CHIEF FINANCIAL OFFICER

2010 to 2014

Fourth largest corporate dining company (\$285 million) serving over 300 locations in 30 states; fourth largest ESOP with over 2,900 employees.

- Co-led the company after the death of the founder and departure of President, COO and CFO.
- Designed and managed every aspect of the crisis stabilization plan and subsequent growth initiatives.
- Repositioned the company to become the most respected high-end corporate dining operator in the U.S.

Guckenheimer Enterprises

Redwood City, CA

EVP FINANCE/HEAD OF GLOBAL BUSINESS DEV

2005 to 2009

An emerging technology company developing next generation hi-frequency and hi-power chips and systems based on THz technology.

- Engineered all domestic and international strategic and financial alliances
- Responsible for all capital raising activities and Wall Street relationships
- Designed multicurrency treasury/cash management

Novatrans Group

SA, Israel

SR. VP, CORPORATE FINANCE

1995 to 2005

Co-managed over \$4.0 billion portfolio of debt and equity securities Engineered all domestic and international strategic and financial alliances

- Originated annually as a principal, over \$350 million of middle market investments focusing on companies with \$10mm+ EBITDA
- Consistently ranked a top-quartile portfolio manager

Prudential Capital Group

GLOBAL HEAD, RESTRUCTURING GROUP

1990 to 1996

Direct management responsibility for over 100 separate investments aggregating over \$3.5 billion requiring extensive hands-on involvement in their turnaround efforts

- Managed a staff of 25 investment professionals
- Chaired various Creditors' Committees in high profile bankruptcies/restructurings

Prudential Capital Group



PROFESSIONAL ACTIVITIES

- Founded Just Kids Learning Centers (later merged with TuLips Speech)
- Active Board and Finance Committee member with Jewish Family and Children Services
- Israeli Air Force - Air Force Intelligence

AUTHOR AND SPEAKER

- Designed and instructed Corporate Finance and Accounting courses in the Executive Development Program at the University of Pittsburgh
- Taught Fundamentals of Investing at the City College of San Francisco
- Co-authored and served as an instructor in Mellon Bank's Credit Training Program

EDUCATION

- CPA
- MBA, NYU, Finance
- BS, Queens College

Concentrations: Economics, Mathematics

For more information:

<https://www.2gocompanies.com/cfos2go-partners/joe-alouf/>