



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

MICHAEL MATHEWS

Consulting CFO

mmathews@cfos2go.com

(203) 856-2438

EXECUTIVE SUMMARY

Consultant with 25+ years of experience in the CPG and beverage alcohol industry to show owners where value is being lost and where value can be gained in their organization. Mike earns the trust of owners and department leaders, while acting as a business partner and helping them to succeed. He supports sales and marketing teams to define their brand strategies, implementation, and execution. He trains, educates, and leads team members so they have the tools, support and knowledge needed to make great business decisions. He identifies core functional and leadership skills, capabilities, and behavioral traits in members of the organization to help them become high functioning teams.

EXPERIENCE

PARTNER, CONSULTING CFO

CFOs 2GO

2022 to Present

www.cfos2go.com

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

- Co-leads the Agriculture Business practice.

FOUNDER/CONSULTANT

2020 to 2022

Napa, CA

Providing CFO level support for wine industry clients.

- Conducted operational and financial reviews to provide feedback on current operations.
- Identified technology and alternative vendors to address operational issues and opportunities.
- Trained and educated senior management and staff on key metrics that helped achieve winery strategy.

Westview Consulting Group

VICE PRESIDENT OF FINANCE

2019 to 2020

Rutherford, CA

Round Pond Estate is a family owned and operated ultra-premium Cabernet Sauvignon producer, which specializes in crafting expressive wines, artisan foods, and unforgettable experiences.

- Member of senior management team and reporting to both owners.
- Manage five-person team consisting of the controller, accounting associate, accounts payable specialist, and human resources/compliance specialist.

Round Pond Estate

DIRECTOR OF FINANCE & ADMINISTRATION

2016 to 2019

Rutherford, CA

Grgich Hills Estate is an iconic winery founded in 1977 and is family owned and operated. We own five vineyards, which are farmed naturally, and use our passion and art to handcraft food-friendly, balanced, and elegant wines.

- Senior finance leader reporting to owner.
- Responsible for all functions of accounting, human resources, commercial support, and winery operations.
- Manage team of three finance professionals and three operations team members.

Grgich Hills Estate

FINANCE DIRECTOR

2013 to 2016

Napa, CA

Bespoke Collection offers a curated selection of boutique wines, one-of-a-kind objets d'art, and unique lifestyle experiences in Napa Valley, Mendoza, Argentina, and beyond. The current Bespoke Collection portfolio includes Blackbird Vineyards, AERENA Galleries & Gardens in the Napa Valley, along with Recuerdo Wines in Argentina. Responsible for finalizing post-merger integration of Landmark Label (consumer goods focus) into Cellotape (tech company focus).

- Senior finance leader reporting to both president and founder.
- Responsible for all aspects of budgeting, month end close, analysis, treasury, and compliance.
- Manage team of two finance professionals while also supporting IT, facilities, and inventory managers.

Bespoke Collection

VP COMMERCIAL FINANCE & OPERATIONS

2011 to 2012

St. Helena, CA

Sr. management member responsible for driving the commercial and operational agenda for the company. In this role I served as a commercial partner to the sales and finance teams, providing value added analysis to help influence decision making, and maximize value of current and future investment decisions, with both distributors and trade. Major accomplishments include:

- Working cross functionally to improve the company's overall approach to managing discount spend and pricing. Consolidated budget locations, created accountability, clarified guidelines, put reporting and reviews in place, and reduced invoice processing time by forty-five days. Company went from an overspend situation, to delivering their financial commitments as well as those of our suppliers.
- Lead company initiative to manage down excess wine inventory by identifying inventory to be addressed, quantifying impact, working cross functionally with sales and marketing to sell, and still deliver on the company's financial goals. Improved balance sheet position and cash flow while enabling the sales and marketing teams to focus on current vintages and new orders from suppliers.

Wilson Daniels Ltd.



EDUCATION

BS, Lehigh University

- Concentration: Accounting, Psychology

Wine and Spirits

Educational Trust

- Intermediate Level, passed with merit, 2008

ASSOCIATIONS

- Napa Valley Vinters – Community and Industry Issues Committee member
- Vistage – Global Executive Coaching Group. Member, April 2018 – September 2019

TRAINING

Winning Communications, Influencing for Win/Win Outcomes, Managing Multiple Priorities, Working Smarter, Forward Thinking, Financial Forecasting & Management Decisions, Strategic Cost Management, How to See All or Part of Your Business, Leadership Skills: Building High-Performance Teams, Financial Modeling, High-Performance Coaching, Disney Institute: Disney's Approach to Business Excellence, Budgeting & Financial Analysis for the Wine Industry at Sonoma State University.