

Logan J. Metcalfe

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SUMMARY: Experienced CFO seeking to help entrepreneurs grow and manage their businesses.

EXPERIENCE:

ARENA CONSULTING, Greenville, SC **Jan 2009 - Present**

CFO and Business Consultant for Entrepreneurs

Provides fractional CFO and business consulting services to start-ups and high-growth companies.

- **Regional Coffee Roaster:** Built budget that forecasts financials by region. Managed monthly analysis and reporting.
- **Advanced Polymer Developer:** Structured employee stock option plan. Helped secure Series A financing.
- **Cycling Product Start-Up:** Formed business strategy, wrote pitch, raised seed financing and provided management help.
- **Beverage Start-Up:** Created investor pitch and proposed business plan improvements.
- **Industrial Products Start-Up:** Provided business guidance including a recommendation that saved \$150K in development.

IMMACULATE BAKING COMPANY, Flat Rock, NC **Jun 2003 – Dec 2008**

CFO / COO

Partnered with the Founder to build America's leading brand of all-natural ready-to-bake dough. Responsible for all financial, operational and administrative functions.

- Obtained \$7.6MM of angel and venture capital financing.
- Refinanced company debt to increase line of credit availability and remove personal guarantees.
- Developed detailed financial model to improve budgeting and reporting processes.
- Created Employee Stock Option Plan to attract key talent.
- Rationalized product lines to reduce inventory and production costs.
- Helped develop new products including refrigerated cookie dough which generated over \$1MM in sales in first year.
- Increased production capacity and flexibility by outsourcing manufacturing.

ALEX TOYS, Northvale, NJ **Jun 2002 – Aug 2002**

Management Intern (Kauffman Scholarship)

- Evaluated retail channel expansion opportunities and outlined implementation requirements.
- Analyzed sales trends by product category, customer type and sales representative.
- Developed and implemented a marketing plan for selling large wooden products through in-store catalogs.

BOOZ ALLEN HAMILTON, New York, NY **Oct 2000 – Aug 2001**

Senior Consultant

Managed teams to solve business problems for clients in the telecommunications and energy industries.

- **Telecommunications Equipment Manufacturer:** Decreased working capital through an inventory reduction program.
- **Online Fuel Exchange:** Built a financial model and managed a team to evaluate the impact of different business strategies.

BOOZ ALLEN HAMILTON, Sydney, Australia **Jan 1999 – Sep 2000**

Consultant

Conducted complex analyses and developed solutions for banking, media, airline, mining and non-profit clients.

- **Mid-Size Bank:** Led team to optimize ATM cash delivery and holding costs.
- **Global Market Research Provider:** Conducted benchmarking study identifying key product and service gaps.
- **Airline Alliance:** Outlined the structure and operating processes for an online travel portal.
- **Online Conference Start-Up:** Created a business plan for attracting second round financing.
- **Habitat for Humanity Australia:** Formed a turnaround strategy to improve results and morale.

EDUCATION:

HARVARD BUSINESS SCHOOL, Boston, MA **Sep 2001 – Jun 2003**

Master in Business Administration. Marketing Chair for Entrepreneurship Club. Member of Australian & New Zealand Club and Marketing Club. Author of ALEX Toys case study.

UNIVERSITY OF AUCKLAND, Auckland, New Zealand **Jan 1995 - Dec 1998**

Bachelor of Commerce and Bachelor of Arts. Awarded Prize for excellence in Marketing Strategy and distinctions in Accounting, Economics and Political Studies. Appointed Senior Residential Assistant of University Hall of Residence

INTERESTS:

Waterskiing, Flying (Private Pilot), Painting, Reading, Serving Community Non-Profits (YouthBASE, Upstate Mediation Center).