



## LAURA BACON

Managing Director  
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[VCARD](#) | [LINKEDIN](#)

Laura is skilled in leading corporate finance, strategic planning, business operations, legal, human resources, fundraising, and corporate development functions for public and private companies. Working with both global conglomerates and emerging companies, she has experience with strategic planning, process development and improvement, budgeting, financial reporting, and compliance activities. With 30 years of senior level and executive experience, Laura partners with clients to understand business dynamics and key drivers, resolve complex business issues, effect change, help companies meet their strategic goals, and create structure for high growth companies.

Throughout her career, Laura has held various leadership positions in business management and finance. She has played key roles in the startup and subsequent sale of a successful technology company, secured financing for large corporate, venture-backed, and startup companies, set up international subsidiaries, structured complex project financings, and led the integration of financial, human resources, legal and other systems following a corporate acquisition. Laura served as the COO for a wealth management firm and CFO for an international technology company during a period of rapid growth. In addition, she has held several corporate finance positions including director of corporate development for a Fortune 500 company where she completed over \$1.5 billion worth of transactions.

### FUNCTION & SPECIALIZATION

- Strategic planning
- Management reporting and dashboards
- Accounting function set up
- Management of banking relationships
- Financial modeling and forecasting
- Seed and venture-round round raise

### REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Assura
- Northern Virginia Family Practice
- National Adhesive
- Hourigan
- Acuity
- Brandscape
- Spinnaker
- Totem Buildings
- Heritage Wealth Advisors
- Honeywell (Tridium, Inc.)
- Georgia-Pacific (aka James River Paper Company)
- Procter & Gamble

### EDUCATION, LICENSES & CERTIFICATIONS

- MBA, Finance, University of North Carolina
- B.A., History, Wake Forest University

### PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Association for Corporate Growth, Richmond chapter, past president and board of directors member
- Board member, Greenswell Growers
- CARITAS