



ROB KEATON

Director

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Rob brings 25 years of experience as an accounting and financial executive across multiple industries and business sizes. His expertise includes core transactional accounting, financial reporting and analysis, budgeting and forecasting, project management, cost reduction strategies, technology selection and integration, cash management, internal controls, efficiency improvements, and regulatory compliance. His career includes senior positions in the financial services, construction, telecommunications, restaurant, and hospitality industries.

Rob began his career at a boutique CPA firm where he honed his skills managing multiple clients and competing priorities while supervising tax preparation, audit services, and other financial functions for small to medium enterprises. He has also led and improved the finance and accounting organization of middle market companies by performing key accounting functions, leading efforts to improve operations and processes, and implementing new financial and management reporting systems.

FUNCTION & SPECIALIZATION

- Fractional controller
- Core transactional accounting
- Financial reporting and analysis
- Budgeting and forecasting
- Policies and procedure clean up and enhancement

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Tang and Biscuit
- Ashlar Capital Management
- Archive 360
- Biomech Holdings
- The Veil Brewing Co.
- Dodson Property Management
- Tazza Kitchen
- ICI Foods
- Capital One Financial
- NEC North America
- Kluge Estate Winery
- Spinnaker Resorts

EDUCATION, LICENSES & CERTIFICATIONS

- B.S., Accounting, George Mason University