



## ROB MCLALLEN

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

Rob is a strategic financial and operational manager adept at solving problems and identifying opportunities for operational and financial improvement. He also is skilled in developing policies, procedures, and programs to improve organizational effectiveness. His expertise includes financial analysis and reporting, financial systems, strategic leadership, and staff recruitment and training. He brings a metrics-based approach to financial analysis and reporting to increase operational efficiencies for private and nonprofit organizations.

Prior to joining Fahrenheit, Rob held several executive positions including CFO of a reverse mortgage lender and the 6th largest issuer of HMBS, HECM (Home Equity Conversion Mortgage) Mortgage-Backed Securities in the country, successfully directing the accounting, financial reporting, FP&A, tax and audit functions of the firm. During his more than 30-year career, Rob founded two asset management firms serving institutional and individual clients managing accounting, performance tracking and reporting, business development, investor relations and compliance functions. He has led an effort to modernize the accounting and finance functions for a \$5 million nonprofit, updated financial reporting systems to ensure GAAP compliance. He is experienced in establishing accounting functions, implementing new systems, and revamping and streamlining budget processes.

### FUNCTION & SPECIALIZATION

- Business formation
- Fractional CFO and controller
- Business process analysis, development, and implementation
- Securities issuance accounting
- Financial analysis and reporting
- Strategic leadership

### REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Traditional Mortgage Acceptance Corp.
- Bluenose Capital Management
- Hyperion Capital Partners
- Sunlight Solar
- Castlemaine Partners
- UBS/PaineWebber
- Merrill Lynch
- American Red Cross-National Headquarters
- Vienna Presbyterian Church

### EDUCATION, LICENSES & CERTIFICATIONS

- B.B.A., Finance, William & Mary
- National Commodity Futures License
- Registered representative (Series 3-inactive)
- Registered representative (Series 7, 63, 65, Virginia Life and Health licenses-inactive)

### PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Fellowship of Christian Athletes Lacrosse Ministry, National board member
- Youth and high school lacrosse coach
- Mana Ministries of Tidewater