



## CINDY HERNDON

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

Cindy is an innovative financial controller with proven leadership and the ability to build and motivate high-performance teams in organizations undergoing significant change. As a strategic partner focused on operational results and accountability supported by metrics, she brings comprehensive experience in controllership and treasury functions, strategic planning, IT systems, and SEC reporting to her clients. Cindy excels in implementing financial and operating controls, policies and procedures, and performance metrics, making her an excellent communicator and collaborator.

With over 40 years of experience in various industries and company sizes, ranging from mid-market \$100 million to \$950 million, Cindy is a trusted advisor and financial leader. Her extensive background enables her to navigate complex financial landscapes and provide valuable insights and strategies. Cindy's vast wealth of knowledge and her ability to drive success make her an invaluable asset to any organization.

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### FUNCTION & SPECIALIZATION

- Broad SEC reporting and compliance expertise, including IPO's and debt offerings
- Extensive experience in implementation and execution of internal controls
- M&A experience includes 20+ transactions, including 15 acquisitions, 4 dispositions and 2 sales of the company, including integration into existing financial systems
- Successful ERP implementations, including Oracle Financial Cloud, Peoplesoft and Lawson
- Comprehensive technical accounting expertise
- Broad experience in designing procedure and process improvements
- Ability to mentor and motivate diverse and remote team members to form exceptional teams

### REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- 3Step Sports
- Tribune Publishing
- Belo Corp
- Heath Insurance Brokers
- Southwest Property Trust
- Consolidated Capital Inc.

### EDUCATION, LICENSES & CERTIFICATIONS

- BSBA, Accounting, Central Missouri State University
- Certified Public Accountant, Texas

### PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- AICPA
- Texas Society of CPAs