

KENNETH ARMEN MIAMIDIAN

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CHIEF FINANCIAL OFFICER

Seasoned financial leadership for a fast-paced business environment

- **Business strategist** adept at advancing next-phase growth, translating numbers into strategic intelligence, corporate resource allocation to sustain and maximize profitability, cost management.
- **Financial leader** skilled at finance team building, framing complex business issues, cross-functional collaboration to develop analytic and decision making tools, scalable process development.
- **Risk manager** focused on protecting company value through building strong finance/accounting function, establishing tight financial controls, adequacy of insurance, effective credit policy and balance sheet management.

EXPERTISE

- Strategic Planning
- Data Analytics
- Financial Controls
- Budget Development
- Cash Flow Forecasting
- Systems and Process Development
- M&A Due Diligence
- Key Performance Metrics

PROFESSIONAL EXPERIENCE

WILD PLANET, INC., San Francisco, California

2001 – 2011

\$65 million designer and global marketer/distributor of packaged consumer products (toys)

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Core member of executive management team contributing to strategic leadership. Overall authority for financial operations, reporting, planning, analysis and IT function. Managed lender and CPA relationships, provided Board advisory and investor communication.

Accomplishments:

- **Developed plan that improved profitability by \$1.3 million and strengthened the balance sheet** during 2009 recession by achieving 4% gross margin improvement, zero-based budget cost reductions and raising \$1 million cash through a controlled closeout inventory sell-off.
- **Achieved 1% cost of goods reduction** through implementation of component inventory purchase program with China suppliers.
- **Developed complex planning, analysis and decision making tools** including new product approval framework, pricing analysis, budget model, cash flow forecast, capital spending analysis, promotional spending optimization and product development ROI.
- **Established tight financial controls** and reduced month end close and year end audit by more than 50% with no material adjustments.
- **Successfully negotiated \$2 million term loan for investor stock buyback and doubled bank credit line** to support \$35 million revenue growth.
- **Designed sophisticated sales forecasting system** providing detailed reporting, analysis and budget integration resulting in enhanced tactical and strategic planning.

- **Slashed bad debt to less than 0.3% of revenues** per year from over 3.5%.

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M SQUARED INC./COLLABRUS INC., San Francisco, California 1996 - 2001
\$35 million group engaged in consulting services and contingent workforce management

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Effectively led all aspects of finance and accounting while building infrastructure enabling rapid growth; financial reporting and analysis, budgeting, banking relationship, M&A due diligence.

Accomplishments:

- **Financial and strategic guidance through quadrupled revenues**, launching a secondary business and expanding into new geographies.
- **Built accounting/finance function** with scalable systems and processes to enable growth and subsequent sale of company.
- **Constructed comprehensive budget & planning model** incorporating all key metrics.
- **Conducted M&A due diligence** and integrated acquired company.
- **Drove successful accounting system conversion.**
- **Successful design and implementation of complex back-office operations system** for all phases of the business.

D.B. BERELSON & CO., San Francisco, California 1989 - 1996
\$35 million multi-company, family owned group of frozen food importers/exporters/brokers

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Directed all finance and accounting activities including financial reporting and analysis, banking relationships, cash management, M&A due diligence, equity administration.

Accomplishments:

- **Completely designed and implemented integrated accounting system** for general ledger, accounts payable, accounts receivable, inventory, invoicing, brokerage transactions, job costing. Reduced financial close from 15+ days to 7.
 - **Negotiated formation of a partnership** to produce baked goods.
 - **Formulated and executed exit strategy** for the heirs of the company's principals.
 - **Developed and implemented a fixed asset application.**
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EDUCATION

DREXEL UNIVERSITY, Philadelphia, Pennsylvania

M.B.A. – Managerial Finance, Economics
B.S. Business Administration – Finance

