

Derek Hartsfield

Chief Financial & Operating Officer
Change Agent & Growth Driver

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PROFILE

Dynamic, multifaceted business executive with an extensive track record as a change agent taking the financial and operational capabilities of companies across all stages of maturity to new levels of performance. Adept at partnering with leaders across all areas and levels to foster synergy, drive continuous improvement, and build unified strategies to position companies for impressive growth within highly competitive markets. Exceptional problem solver: able to leverage a wealth of insights into business best practices and the latest technologies to design solutions to overcome complex challenges, achieving operational excellence and maximizing bottom-line results. Excel at building, training, and optimizing the performance of teams of all sizes to exceed organizational and customer expectations. Focused on creating cultures that promote accountability, a customer-centric mindset, professional development, and teamwork as keys to success.

CORE STRENGTHS

- Executive-Level Leadership
- Financial Management
- Strategic Planning & Analysis
- Corporate Finance & Accounting
- Financial Modeling & Forecasting
- Risk Management & Mitigation
- Operations Management
- Sales Management
- Business Development
- Competitive Intelligence
- Continuous Improvement
- Change Management
- Team Building & Leadership
- Staff Training & Development
- Performance Management
- Cross-Functional Collaboration
- Creative Problem Solving
- Negotiation & Persuasion

PROFESSIONAL EXPERIENCE

TEXAS MEDIA, Dallas, TX

2022 – Present

Chief Financial Officer (CFO) / Chief Operating Officer (COO)

Act in a dual executive leadership capacity overseeing all corporate finances and operations, focused on continually analyzing and improving capabilities in both areas to drive the company's growth and success. Relied on by other members of the executive team to deliver key insights and influence high-level decisions and strategies to achieve revenue targets.

Select Contributions & Achievements

- Spearhead changes in policies and procedures that have boosted productivity by 27% to date, while strengthening bottom-line results.
 - Cashflow has increased, while cash reserves have grown by 60%, enabling a 32% reduction in debt.
- Continue to strategize ways to reduce costs and enhance processes, successfully cutting operating expenses by 16%.
- Identified and resolved multiple operational issues upon joining the company, increasing profitability by 18% within the first six months.
- Strengthened financial reporting and statement processes, reducing month-end closing times by 18% within the first 90 days.
- Introduced cutting-edge enterprise payroll and accounts payable & receivable technologies, resulting in payroll expenses decreasing 25%.
- Established stronger financial policies for analyzing corporate performance and initiating changes to maximize KPIs.

WESTERN FRONTIER DEVELOPMENT MANAGERS, Dallas, TX

2019 – 2021

Chief Financial Officer (CFO) / Chief Operating Officer (COO)

Made a powerful impact on the company's performance, while assuming full ownership of all operations and finances. Areas of leadership included managing/tracking cashflow, budgeting, accounts payable & receivable, revenue, profitability, cashflow & cash reserves, strategic banking relationships, operational & financial policies, strategic business plans, mergers & acquisitions, turnaround & restructuring and other key leadership functions.

Select Contributions & Achievements

- Worked hand-in-hand with other executives to better understand performance and issues impacting growth to devise new strategies capturing greater market share and boosting revenue by 38%.
- Developed effective budgets, budgetary controls, recordkeeping systems, and investment management processes.
 - Enhanced budgetary controls and reduced costs by 3%.
- Built/fostered powerful relationships with investors, lenders, and other financial partners to maximize access to vital capital funds/investments.
 - This included restructuring banking relationships to access new capital resources and reduce borrowing-related costs by 4%.
- Orchestrated projects and process improvements to slash operating costs by 28%, boost cash reserves by 47%, and retire 32% of debt, dramatically improving overall financial health.
- Resolved a series of operational issues to increase gross profit by 8%.

GAZILLION OFFICE PRODUCTS, Dallas, TX
Chief Executive Officer

2007 – 2018

Built the startup from the ground up, raising the capital and establishing the financial and operational structure to enable the company to hit the ground running. Continued to lead both operations and financial functions, driving impactful changes to grow corporate sales to \$10M annually by year three and exceeding \$18M annually by year 5.

Select Contributions & Achievements

- Established a new industry standard by regularly beating revenue projections by 26% or more and margin goals by 11%, while sustaining 37% profit margins.
- Architected a high-value capitalization model to achieve capitalization target after achieving 66% of capitalization goal via aggressive negotiations with vendors to secure rebates prior to designing the new model.
- Continually assessed the performance of each department and partnered with leaders to drive improvements, while instilling a forward-thinking, inclusive culture to spur innovation and position the company for growth.
- Led transformative projects to strengthen operations and sustain strong growth, cutting delivery costs by 17%.
- Spearheaded aggressive market expansions and targeted new revenue pipelines as key revenue and market share growth contributors.
 - Introduced a B2B coffee subscription (recurring revenue) model that boosted the company's value by 18% and overall revenue by 58%.
- Introduced new technologies to automate key processes, reducing waste and eliminating business bottlenecks.

COMPUDATA PRODUCTS, INC., Dallas, TX
Senior Vice President of Sales & Marketing

2002 – 2007

Built and optimized the performance of a talented 190-member Sales team, which grew to 357, providing the training, coaching, support, and strategies that led to revenue increasing by 53% over five years.

Select Contributions & Achievements

- Analyzed market trends and customer feedback to maintain competitive prices, boosting margins by 11%.
- Improved collaboration between sales support staff and reps, increasing deal closing rates to secure 62% more new customers.
- Rolled out a series of innovative sales strategies/campaigns, generating more leads and boosting sales by 53%.
- Introduced new sales programs and completely revamped sales processes to exceed sales targets by 177%.
- Found ways to control costs to remain in step with forecasted market price points, increasing retained earnings by 12.3%.
- Initiated powerful marketing strategies and expanded distribution channels, furthering increasing sales.

Additional experience and references available on request.

MILITARY EXPERIENCE

Forward Observer, United States Marine Corps, Camp Pendleton

EDUCATION

Master's in Business Administration (MBA) Finance (Candidate)
University of North Texas

Bachelor of Science in Accounting & Organizational Development
University of North Texas

VOLUNTEER AFFILIATIONS

Freedom Shield Foundation (*Counter Human Trafficking*)
Denton Freedom House (*Men's Mentorship*)
Lonestar Dog Ranch (*Dog Rescue*)