



Brocket Solutions

CAPABILITIES STATEMENT

High-quality cash flow management consulting that bridges the gap between bookkeepers and accountants.

We help organizational leaders gain true financial clarity — revealing operational strengths, uncovering challenges, and identifying what's really driving or hindering cash flow. We guide leaders to fully embrace cash flow management, strengthen processes and tools, and build the operational discipline needed to sustain improved cash flow. Our work concludes with forward-looking strategic visioning designed to help organizations grow confidently.

Beth Brock, Owner

Certifications:

- National Women's Business Enterprise Certification WBENC, certification #: WBE2401022
- Women Owned Small Business WBENC, certification #: WOSB240595
- Financial Accounting – Harvard Business School Online, Issued April 2021

Approach

Beth Brock is an operations and finance executive with a talent for closing organizational gaps and restoring clarity. She digs into financial trends to understand what's truly driving performance — and what's quietly eroding cash flow.

A natural problem-solver and steady operator, Beth brings decades of experience in budgeting, forecasting, financial management, team development, and organizational design. She has a track record of mentoring teams, elevating individual strengths, and aligning people around shared goals.

Her work centers on improving operational performance to strengthen cash flow. After thoughtful discovery, Beth quickly pinpoints best practices, risks, and bottlenecks. She then guides leaders through structural improvements, sharper processes, and better tools — creating the systems that support ongoing financial clarity and long-term growth.

Services

- ☐ Fractional CFO, COO & COA Support
- ☐ Cash Flow Management Consulting & Training
- ☐ Custom Financial & Operational Tools
- ☐ Organizational Structure & Process Improvement
- ☐ Strategic Visioning & Leadership Workshops
- ☐ Interim Leadership & Team Mentoring

Experience

Prior to launching Brocket Solutions in 2024, Beth spent ten years with PeopleCap, a strategic growth partner for private equity firms and their portfolio companies. She led financial oversight, formalized internal policies, and consistently bridged operational gaps to help teams execute and grow.

Before PeopleCap, Beth built a 17-year career in multifamily housing across both private and public sectors. In her final eight years, she oversaw a \$55M annual budget and led a 150-person regional team responsible for renting, maintaining, and managing more than 6,200 homes across MS, TN, AR, and MO — spanning redevelopment, new development and lease-ups, acquisitions, and dispositions.

Beth has served on industry boards and committees at the local, state, and national levels and remains actively involved in a wide range of Memphis-based volunteer efforts.

Company Information:

Sole Proprietor

Company Designations:

NAICS Code

541611 – Financial Management Consulting (except investment advice) services

UNSPSC

84000000 – Financial and Insurance Services

SAM UEI

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Contact Information

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