



# Brocket Solutions

## CAPABILITIES STATEMENT

High-quality cash flow management consulting services to bridge the gap between bookkeepers and accountants. Brocket Solutions provides small business owners (and corporate middle managers) with organizational financial clarity to reveal operational opportunities and expose challenges impeding cash flow. Brocket guides leaders to embrace cash flow management, develops improvements to processes & tools, and concludes with facilitating strategic visioning for maintaining increased cash flow.

**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 & finance executive with a talent for bridging organizational gaps. A natural problem solver who seeks to understand organizational financial trends to gain financial clarity that unveils operational performance impacting anticipated cash flow.*

*Beth is a driven self-starter with demonstrated success in budgeting / forecasting, financial management, team building & organizational development. She is a natural trouble-shooter committed to furthering organizational initiatives. Her expertise includes mentoring teams to showcase individual talent while achieving group advancement.*

*Beth's focus is grounded in improving operational performance to increase cash flow. After proper discovery & development, Beth quickly identifies best practices & operational challenges impacting cash flow. She then guides leaders through organizational opportunities for structure & improvements to processes & tools. She improves or creates tools to support ongoing financial clarity.*

### **Services**

- Cash Flow Management Consulting, Training & Assessments
- Custom Cash Flow Management Tools
- Cash Flow Management Workshops
- Strategic Visioning Workshops
- Fractional CFO Services

### **Experience**

*Prior to starting Brocket in January 2024, for 10y Beth was with PeopleCap, a boutique strategic HR firm that brings people expertise to high growth companies and investors. Beth served as point for financial oversight, formalized internal policies, and bridged gaps between colleagues to achieve goals.*

*Before PeopleCap, her 17y career was in multifamily housing over private & public sectors. Her last 8y were in the public sector overseeing an annual \$55M budget while leading a diverse regional team of 150 associates responsible for renting, maintaining, and managing 6200+ homes across MS, TN, AR, and MO. This included various property types: redevelopment, new development / lease ups, acquisitions and dispositions.*

*Beth has served on industry boards and committees of local, state and national levels. She is committed to various Memphis 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

ERSCMHF829E7

### **Contact Information**

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