Daniel K. Kang

Founder & Principal Consultant | **Financial Reporting Help**

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Diamond Bar, CA | *Serving clients locally and remotely*

CPG finance consultant turning messy books into investor-ready reporting, sharper margins, and recovered deductions, from startups to global brands.

I help CPG brands protect margin and strengthen cash flow through focused, clearly scoped projects, including accounting cleanup, trade spend and deduction analysis, SKU and channel profitability, gross-to-net reporting, and forecasting. Each engagement delivers decision-ready numbers your team, lenders, and investors can trust.

$1B
annual sales covered by margin reporting to the Board — *Cardenas Markets*

5 entities
books started and consolidated with intercompany eliminations — *Wells International*

Carve-out
accounting led for the founder's buyback from a PE-backed parent — *Troy Lee Designs*

Gross-to-net
sales reporting automated in Axiom — *Kendo Brands (LVMH)*

CORE SERVICES

Accounting Cleanup & Fast Close
Catch-up books, reconciliations, close checklists, and SOPs.

Forecasting, Budgeting & Variance Explanation
SKU, channel, and brand forecasts; budget-to-actual variances.

True Landed Cost & Margin by SKU and Channel
Freight, duty, and labeling in item cost; FIFO COGS; margins.

Cash Flow & Borrowing-Base Forecasting
13-week cash, ABL forecasts, and cash plans for retail launches.

Investor-, Lender- & Audit-Ready Financials
Financial statements, board and lender packages, audit support.

Retailer Deductions & Trade Spend
Deductions, chargebacks, trade spend, and promo ROI.

Inventory Reconciliation & Controls
Counts and reconciliations at warehouses, 3PLs, co-packers.

ERP/WMS Implementation & Automation
Conversions, data validation, training, VBA automation.

SELECTED RESULTS

- **Unlocked cash:** unlocked additional lender borrowing capacity through AR cleanup. — *Current role*
- **Forecast with lenders in mind:** projected ABL availability, cash balances, and the year-end balance sheet. — *Current role*
- **Caught duplicate tax:** identified duplicate sales-tax charges through a tax review. — *Current role*
- **Protected margin:** traced shrink and slow movers; cleared low-margin items for high-margin stock. — *Wells International*
- **Negotiated savings:** won a custom FIFO costing module at no added cost after reviewing the ERP contract. — *Wells International*
- **Automated the busywork:** built Excel VBA tools that save thousands of hours a year. — *DPI Specialty Foods*

SELECTED EXPERIENCE

T3 Micro *Premium hair tools, sold globally*
Assistant Controller | Apr 2025 – Present

- Managed Sephora launch deductions, chargebacks, and cash planning; set customer credit and payment terms.
- Built P&L by channel (DTC vs. retail); handled VAT/GST, intercompany, and FX across countries.

Troy Lee Designs → 2 Ride Holding USA *Helmets, racewear & European moto gear*
Interim Controller | Jun 2024 – Jan 2025

- Led carve-out accounting for Troy Lee's buyback from 2 Ride: opening balance sheet, cutoff, TSA, intercompany, new entity.
- Built landed cost and duty for North American distribution of European brands (Shark, Nolan).
- Prepared reporting packages for the PE-backed French parent company.

EnergyAid, Inc. *Residential solar service*
Assistant Controller | Jan 2024 – May 2024

- Set up Arizona sales/use tax and payroll during the expansion and built job costing by state.

Tillys, Inc. (NYSE: TLYS) *Apparel & footwear retailer*
Interim Inventory Control Manager | Jun 2023 – Apr 2024

- Reconciled DC inventory across the AS400 stock ledger, physical counts, and the general ledger for the auditors.
- Audited sales and sales tax across POS, the third-party tax processor, and the GL, identifying the processor's error.
- Stopped recurring e-commerce cancellations by aligning inventory timestamps across systems; sped up accruals.

MGM Transformers *Transformer manufacturer*
ERP Consultant | May 2023 – Jun 2023

- Cleaned up ERP data and supported due diligence ahead of the company's sale.

Wells International Marketing Group *CPG importer & wholesaler*
Chief Accountant | Oct 2022 – May 2023

- Started the books for five companies, incl. a $50M wholesaler, and consolidated them with intercompany eliminations.
- Led the QuickBooks-to-Office Master System ERP & WMS conversion for 25 users and audited every migrated balance.
- Built duty, freight, and labeling into landed item cost; set customer credit and payment terms.

Kendo Brands (LVMH) *Beauty brand incubator*
FP&A Consultant (remote) | Jan 2022 – Oct 2022

- Built sales and COGS forecasts by brand, channel, and SKU, and quarterly LVMH packets planning sales five years out.
- Created global pricing templates showing SKU-level impact of price increases on gross sales and margin.
- Tracked COGS of new items in development and automated gross-to-net sales reporting in Axiom.

The Walt Disney Company *Disney Store & shopDisney*
Sr. Financial Accounting Analyst | Feb 2021 – Dec 2021

- Explained inventory P&L and balance sheet variances; reconciled all balance sheet accounts back 2.5 years.
- Accounted for store closures: liquidation and markdown reserves, fixed-asset write-offs, and lease exits.
- Reconciled inventory at Amazon, JCPenney, and Disney shop-in-shops at Target; calculated shrink reserves.

Cardenas Markets HQ *60 stores, $1B annual sales*
Sr. Accountant | Feb 2019 – Jan 2021

- Reported inventory margin and store, DC, and corporate P&Ls to the C-suite, Board, and lenders under KKR ownership.
- Corrected a systemic cost-of-sales classification issue; set up recall and vendor-credit accounting.
- Accounting lead for testing and go-live of Microsoft Dynamics AX with a new Northern California warehouse.

DPI Specialty Foods *Grocery distributor*
Financial Analyst | May 2017 – Feb 2019

- Managed perpetual inventory for Kroger's Ralphs and Food 4 Less; automated Kroger invoicing to catch up billing.
- Reconciled Kroger deductions, promotional allowances, DSD activity, and vendor billbacks.

Trader Joe's HQ *National grocery retailer*
Sr. Inventory Accounting & AP Clerk | Jul 2012 – Apr 2017

- Supported store inventory and private-label vendor accounting; recovered vendor credits for mis-shipments and recalls.

INDUSTRIES, SYSTEMS & CREDENTIALS

Industries & Company Types

- CPG: beauty, hair tools, food & grocery
- Apparel & action-sports gear
- Retail, wholesale, distribution & DTC
- Manufacturing & home services
- Startups to public & global companies

Tools & Systems

- ERP: SAP, Oracle, NetSuite, Microsoft Dynamics AX, Infor, QuickBooks, Office Master System, AS400
- Planning & Reporting: Axiom
- Tax: Avalara AvaTax
- Excel expert: VBA macros & automation

Technical Depth & Education

- 13-week cash; trade spend & promo ROI
- Co-packer & 3PL inventory reconciliation
- Carve-outs, consolidations, FX
- Gross-to-net; ASC 842; stock comp
- Multi-state tax, duty drawback, GST/VAT
- B.A. Business Economics (Accounting), UC Santa Barbara; Yonsei University abroad; Eagle Scout

Let's make your numbers work for you. Start with a quick conversation about your books and reporting needs:
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