



Our Purpose

Driving Strategic Growth Through Financial, Operational, and Commercial Excellence

At **Grandview & Fillmore**, we help organizations strengthen performance through practical, data-driven strategies that accelerate growth, improve operational clarity, and increase enterprise value.

Leadership

Matt Rolfes | Founder & Managing Member

Matt brings more than two decades of financial, product, and operational leadership. He is known for a practical, outcomes-focused approach that combines financial rigor, commercial insight, and cross functional execution to help organizations grow with clarity and confidence.

Career Highlights:

- President/CEO/CFO, MedEvolve (2013–2025, sold to Pritzker Organization Nov. 2025) | Blackbook #1 Healthcare RCM Optimization Software 2023-2025.
- Controller, Streamline Health (2009–2013, NASDAQ: STRM) | capital raise and two acquisition integrations
- Audit & Assurance Sr. Associate, Grant Thornton LLP (2004–2009) | multi-industry finance experience, audit, financial statement reporting, buy-side diligence.

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SERVICES

What We Help You Solve

Fractional Finance Leadership

- Provide financial clarity and discipline with the impact of a CFO without the full-time cost.
- Build practical accounting, budgeting, and forecasting systems that leaders can rely on.
- Support audit preparation, buy-side or sell-side diligence, advisor selection, planning and deal process.
- Provide insights that improve profitability, cash flow, and operational efficiency.
- Source vendors and human capital to build finance and reporting teams.
- Strengthen revenue cycle (RCM) performance to unlock stability and margin.

Business Development & Growth

- Design actionable go-to-market strategies for existing and new solutions.
- Build high performing sales organizations with clear goals and accountability.
- Sales operations (RevOps) buildout, including pricing, technology alignment and sales team selection.
- Drive growth through pipeline, customer acquisition, and retention strategies.

Enterprise Strategy & Transformation

- Partner with leadership to align vision, strategy, and execution across the enterprise.
- Assess product market fit and competitive positioning to guide strategic decisions.
- Provide board level guidance on M&A, partnerships, and long-term value creation.

EXPERTISE & CAPABILITIES

The Leadership, Insight, and Execution You Gain Access to

How We Help Clients Succeed

- Translate strategy into execution by connecting finance, growth, operations, and technology.
- Bring senior leadership perspective to complex decisions without adding permanent overhead.
- Identify root causes behind stalled growth, margin pressure, or operational friction.
- Design practical systems and processes that scale with the business.
- Support leadership teams through inflection points such as growth, restructuring, or transaction readiness.

Core Areas of Expertise

- Financial leadership, forecasting, and performance management
- Go-to-market strategy, pricing, and revenue operations
- Sales organization design and pipeline optimization
- SaaS and technology-enabled business models
- Healthcare revenue cycle management and operational finance
- M&A readiness, diligence support, and value creation planning
- Accounting, CRM, ERP, and analytics system selection
- Audit, compliance, and governance support

What Clients Typically Experience

- Clearer financial and operational visibility
- Better alignment across leadership, teams, and priorities
- Stronger decision-making backed by data
- Improved revenue performance and margin discipline
- Reduced risk during periods of growth or change



MATT ROLFES
FOUNDER & MANAGING MEMBER

ENGAGEMENTS

Strategic Advisory & Transformation

Aligning Vision, Strategy, and Execution

Many organizations struggle not because of a lack of strategy, but because priorities and day-to-day decisions are misaligned. We work with leadership teams to assess strategy, identify disconnects between vision and execution, and establish a focused path forward.

Product Market Fit and Competitive Positioning

As markets evolve, even strong products can lose momentum if positioning, pricing, or differentiation fall out of sync with customer needs. We help organizations evaluate product market fit, competitive dynamics, and pricing strategy, then support the implementation of changes that drive sustainable growth and retention.



Growth Planning, Partnerships, and M&A Support

Growth initiatives often introduce complexity, risk, and uncertainty for leadership teams. We provide management-level guidance across expansion planning, partnership evaluation, and M&A readiness, helping organizations navigate diligence, decision-making, and execution with greater confidence.

Technology Selection, Compliance, and AI or Automation Evaluation

Selecting technology often carries more risk than teams expect, particularly when compliance, data integrity, or long-term scalability are involved. We help organizations evaluate accounting systems, CRM platforms, automation tools, and AI solutions with a clear view of need, vendor incentives, and implementation risk.

Fractional Finance Leadership & Accounting Support

Fractional or Interim CFO Leadership

Periods of growth, transition, or disruption often require immediate financial leadership before a permanent hire makes sense. We provide senior-level CFO support to establish financial discipline, improve visibility, manage cash and compliance, and support executive decision-making through flexible engagement models.

Accounting, Bookkeeping, and Payroll Support

When internal finance teams are stretched or underbuilt, core processes can become a bottleneck to growth. Through a network of trusted affiliate professionals, we support accounting, payroll, reporting, and audit preparation to ensure continuity and reliability.

Vendor and Partner Evaluation

Technology and service vendors play a critical role in financial and operational performance, yet underperforming partnerships often go unaddressed. We help organizations assess vendor effectiveness, manage transitions, and select solutions that better align with current and future needs.

Healthcare Revenue Cycle Evaluation and Support

Revenue Cycle Assessment and Improvement

In healthcare environments, small inefficiencies in the revenue cycle can create outsized financial pressure. We evaluate end-to-end RCM operations to identify leakage, improve collections, and strengthen cash flow, with support ranging from targeted assessments to ongoing management services.

Business Development and Growth Consulting

Sales Operations and Pipeline Optimization

When sales performance stalls, the issue is often process, tooling, or visibility rather than effort. We assess sales operations, pipeline health, and technology alignment, then design and implement RevOps structures that support predictable, scalable growth.

Go-to-Market and Lead Generation Support

Even capable sales teams struggle when go-to-market motions are unclear or fragmented. We help organizations strengthen GTM strategy, improve sales and marketing alignment, and support lead generation or partnership development to accelerate demand.

ENGAGEMENT FEES

All engagements are custom and priced based on an initial free consultation. We typically would offer a fixed fee or per hour rate based on the nature of the project. We aim to provide high return on investment and will always strive to provide a high level of service at a fair price.

An additional \$150/month administrative fee will be assessed, plus sales taxes, on all engagements. This fee supports our underlying administration, compliance and other fixed costs. Travel, as needed for each engagement, will be invoiced at cost.

