

BROOKE WENTH

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SENIOR BUSINESS OPERATIONS LEADER

Business Operations | Finance & Operations | Commercial Strategy | Enterprise Systems | Organizational Growth

PROFESSIONAL SUMMARY

Senior business operations leader with more than 24 years of experience helping project-based and growing organizations improve how they operate, manage growth, and build stronger business infrastructure.

Broad leadership experience spanning business operations, financial management, commercial contracts, enterprise systems, process improvement, project finance, risk and compliance, human resources administration, and executive planning. Trusted partner to executive leadership with a track record of taking ownership of complex business issues that cross departmental boundaries.

Helped build the operational and financial infrastructure supporting company growth from approximately \$4 million to \$18 million in annual revenue over four years. Experienced in environments where contracts, project delivery, procurement, billing, cash flow, systems, people, and customer requirements are closely connected.

CORE EXPERTISE

Business Operations Leadership
Cross-Functional Leadership
Organizational Growth & Scalability
Finance & Operations
Process Improvement
Enterprise Systems
NetSuite ERP
Commercial Operations
Contract Negotiation & Administration
Project Finance
Revenue Forecasting & WIP
Cash & Liquidity Management

Executive Reporting
Operational Infrastructure
Risk Management
Insurance Administration
Corporate Compliance
Multi-State Business Operations
Human Resources Administration
Change Management
Client & Vendor Operations
Policy & Procedure Development
Executive Decision Support

PROFESSIONAL EXPERIENCE

drive21, Inc. | New York, New York

Supporting projects and clients nationwide

Director of Client Finance | September 2016–Present

Business Operations, Finance, Commercial Strategy, Enterprise Systems & Executive Planning

Project-based professional services organization specializing in design, engineering, fabrication, installation, architectural signage, branded environments, experiential graphics, and wayfinding for major corporations, commercial real estate organizations, architects, designers, and general contractors.

- Serve as a long-term member of the leadership team and partner with the CEO, CFO, COO, and other leaders on operational, financial, commercial, systems, staffing, risk, and organizational decisions.
- Helped build the business infrastructure supporting growth from approximately \$4 million to \$18 million in annual revenue over four years, along with geographic expansion, affiliated businesses, and the addition of manufacturing capabilities.

- Support an operating environment serving approximately 150 clients and 350 projects annually, with work ranging from smaller repeat-client engagements to multimillion-dollar projects exceeding \$10 million.
- Expanded from a finance-focused role into broad business leadership spanning operations, project finance, commercial contracts, enterprise systems, insurance, risk management, compliance, human resources administration, organizational infrastructure, and executive planning.
- Lead client and project finance, revenue forecasting and WIP management, commercial and contract administration, enterprise business systems, insurance administration, operational compliance, and multiple client and vendor platforms.
- Manage significant portions of day-to-day financial operations, including monthly and annual close activities, general-ledger review, accounts receivable, accounts payable, billing, collections, cash visibility, forecasting, project accounting, and executive reporting.
- Support approximately \$14–18 million in annual revenue and receivables volume and provide financial and operational information used by leadership to evaluate company performance, project economics, staffing, cash priorities, and business risk.
- Developed more structured WIP, project forecasting, companywide revenue forecasting, billing, receivables, and cash-monitoring processes to improve visibility into project and business performance.
- Played a primary internal role in the company's four-month NetSuite implementation, including requirements development, data migration, validation, testing, workflow development, user training, troubleshooting, and post-launch administration.
- Became the company's primary internal NetSuite administrator and subject-matter resource and continue to improve workflows, reporting, integrations, and user processes.
- Implemented or helped implement BILL, Emburse, and Avalara and integrated them with the company's broader financial and operational environment.
- Estimate that the connected systems environment saves approximately 10–20 employee hours per week by reducing duplicate entry, manual reporting, spreadsheet consolidation, and routine administrative work.
- Designed business requirements for an integrated purchase-order workflow connecting NetSuite and BILL, improving visibility into committed project costs and reducing unnecessary invoice-review steps.
- Review and negotiate approximately 150–250 contracts and related commercial documents annually, including MSAs, statements of work, purchase orders, amendments, change orders, payment terms, deposits, billing milestones, insurance requirements, tax obligations, liability provisions, and project-compliance requirements.
- Negotiate directly with clients, general contractors, vendors, subcontractors, procurement representatives, and other commercial stakeholders.
- Improved working-capital terms through deposits, progress billing, and payment-term negotiations, including moving one major customer from Net 60 to payment due upon receipt.
- Identify tax, pricing, insurance, bonding, contract, and administrative issues before execution that could reduce project profitability or create unnecessary business risk.
- Manage an approximately \$500,000 insurance portfolio, including renewals, audits, coverage reviews, workers' compensation administration, project requirements, and broker/carrier coordination.
- Oversee approximately 30–40 corporate licenses, registrations, annual reports, renewals, and recurring compliance requirements across a multi-state business footprint.
- Took responsibility for a major Amazon relationship after an unexpected employee departure, managing financial and commercial administration for an account with an approximately \$2.1 million annual budget at peak and work across more than 75 corporate offices.

- Developed processes for Amazon budgets, purchase orders, invoicing, reporting, payment tracking, compliance, and account administration and hired and managed a dedicated Project Accountant to support the workload.
- Support complex enterprise relationships involving major national and global organizations, including Google/Alphabet, Netflix, BNY, Stripe, Live Nation Entertainment, and other clients.
- Created or customized more than eight corporate policies along with an employee handbook, procedures, business-continuity resources, purchasing processes, WIP and billing procedures, reports, dashboards, templates, and training materials.
- Supported financial, systems, HR, insurance, risk, and administrative infrastructure affecting more than 80 employees across three affiliated organizations at peak.
- Supervise up to four direct reports and have managed approximately seven employees over the course of the career.
- Recruit, interview, onboard, train, coach, conduct performance reviews, make compensation recommendations, address performance issues, and participate in termination decisions.
- Lead cross-functional initiatives involving finance, project management, production, procurement, HR, systems, and executive leadership, including initiatives with approximately 15 participants.
- Supported seller-side acquisition due diligence by gathering and validating financial, operational, contract, insurance, HR, compliance, and corporate records and working with leadership and outside advisors.
- Selected for special assignments involving enterprise systems, complex client accounts, affiliated-company integration, regulatory audits, insurance, benefits, compliance, and companywide process improvement.
- Earned repeated recognition from executive leadership for judgment, ownership, institutional knowledge, organization, and the ability to anticipate business needs and stay “one step ahead.”

Vaughan Hannigan | New York, New York

Operations & Client Services Manager | February 2015–September 2016

International artist-management agency representing commercial, editorial, photography, and illustration talent.

- Directed financial, operational, production, client-service, and business-development activities supporting domestic and international assignments.
- Managed day-to-day business operations including project administration, billing, collections, vendor payments, contracts, schedules, and client coordination.
- Prepared project estimates, purchase orders, advance requests, invoices, and financial documentation.
- Coordinated artists, clients, producers, studios, vendors, and freelance production teams to deliver complex assignments while balancing schedules, budgets, and client requirements.
- Supported marketing, website, portfolio, social-media, and business-development initiatives.
- Remained with the organization until operations closed in 2016.

Stephen Lewis Studio | New York, New York

Studio & Business Operations Manager | November 2002–January 2015

Commercial photography and creative studio serving advertising agencies, corporate clients, luxury brands, and national publications.

- Directed the business and operational functions of an owner-led commercial studio for more than 12 years.
- Managed studio operations, project administration, production logistics, scheduling, client service, vendors, contracts, insurance, and simultaneous commercial assignments.

- Controlled project financial administration including estimates, invoicing, collections, purchasing, accounts payable, accounts receivable, payroll, expense tracking, and vendor payments.
- Coordinated projects from proposal through final delivery while balancing client expectations, creative requirements, production schedules, project budgets, and vendor resources.
- Developed business processes and maintained long-term relationships with agencies, corporate clients, vendors, freelancers, and creative partners.

TECHNICAL SKILLS

Enterprise & Financial Systems

NetSuite ERP

QuickBooks

BILL

Emburse

Avalara

PrismHR

Banking and Financial Platforms

Business & Productivity Technologies

Microsoft Excel

Microsoft Word

Microsoft PowerPoint

Microsoft Outlook

Microsoft Teams

Microsoft SharePoint

Microsoft Access

Microsoft 365

Google Workspace

Google Workspace Administration

Asana

Smartsheet

Construction, Procurement & Client Platforms

Procore

Oracle Textura

SAP Ariba

Coupa

Client-Specific Procurement, Billing and Vendor-Compliance Platforms

Avetta

SkillSmart

Highwire

Amazon Payee Central

EDUCATION

Savannah College of Art and Design

Bachelor of Fine Arts in Photography | 2002