



**Capital CFO**  
**Partners**  
*Strategic Executive Advisors*

## Chris Barton, MBA, CMA

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Chris Barton is a trusted and highly accomplished Senior Financial Executive with successful experience working in high-growth and turnaround environments for mid-market and small companies in consumer-packaged goods and multi-unit organizations including restaurants and franchises. Additionally, he brings many years' experience from Fortune 500 corporate finance, and business development.

As a CFO, Chris has provided financial support through high-growth periods and brought structure and direction to finance and accounting organizations to not only help them catch up with the growth of the overall organization but prepare for future growth as well. As a partner to the CEO and the rest of the leadership team, Chris understands the key drivers of the business from sales to product/service delivery to support all departments with financial and operational metrics that contribute to making decisions that align with company strategy and goals.

Chris created the valuation models for new business opportunities of approximately \$200 million over five years in the IT Outsourcing industry including pricing, cost structure, income statement projections and cash flow projections.

Chris was a business-to-business services franchisee where he started his business from scratch and grew it to the top 15% of sales in the franchise network, became one of the first adopters of the ISO 9001 Quality Management Designation achieving productivity levels at the very top of the network and was elected by fellow franchisees to the Network Leadership Council where he represented franchisees in his region to develop the strategic direction, marketing programs and new service offerings for the franchise network. He was also President of the regional franchisee Co-op where he negotiated service pricing for all franchisees' equipment in addition to contract pricing for materials and supplies.

Chris received his MBA in Finance and his BBA in Marketing from the University of North Texas and is a Certified Management Accountant (CMA).

### **Summary of Skills**

- ✓ Strategic Vision and Leadership
- ✓ Creating Enterprise Value
- ✓ Corporate Finance
- ✓ Organization Restructuring
- ✓ Multi-Unit/Multi-Location
- ✓ Investor Relations
- ✓ Debt & Equity Financing

## **Specific Experience**

- Chief Financial Officer for a private-equity owned consumer-packaged goods company
  - Turned around a finance organization in a crisis situation with cash flow issues, no reporting or analysis and personnel issues
  - Negotiated workout terms with multiple vendors to bring them current and keep vendor orders flowing
  - Managed group through operational and legal company disruption with a calm and decisive approach
  - Improved ERP system working with operations, logistics, sales and IT to identify problems and develop/implement solutions
  
- Chief Financial Officer for multi-unit restaurant group
  - Sourced/Managed debt and equity capital financing for new locations
  - Developed strategic goals and direction with CEO/Owner including organic growth with cornerstone concept and added growth through new concept development and strategy resulting in 25% increase in revenue
  - Operations/Capital Budgeting – Created annual budget process including operations, asset acquisition planning, new restaurant openings, purchasing existing restaurants for conversion, working capital
  - Increased profits 100% through tighter cost management and discipline
  - Responsible for all accounting, financial planning and analysis, financial reporting, cash management, bank relationships, payroll, purchasing, budgeting, tax, IT, legal, risk management, and Human Resources areas
  - Legal – site leases, equipment leases, vendor issues, defense of employee, forensic analysis and reporting on employee embezzlement case
  
- Owner/Operator – business-to-business franchise
  - Responsible for all aspects of the business including operations management, sales management, finance/accounting, marketing, human resources, IT, legal
  - Started business from zero sales, reached top 15% of sales in franchise network and recognized for high EBITDA
  - Achieved ISO 9001 (Quality Management System) certification in first year of program
  - Elected to AlphaGraphics Network Leadership Council by fellow franchisees in region of 25 locations. Worked with Franchisor on strategic planning, new products/services and marketing programs.

## **Industry Experience**

- |                           |                           |
|---------------------------|---------------------------|
| ✓ Hospitality/Restaurants | ✓ Consumer Packaged Goods |
| ✓ Printing                | ✓ IT Outsourcing          |
| ✓ Multi-Unit              | ✓ Franchises              |