

Executive Profile



Pete Rennard

Huntington Beach, CA

EDUCATION

MBA

Pepperdine University

BA

Westmont College

CPA (Active – DE)



RELEVANT EXPERIENCE

Hardesty LLC – *Operating Partner* – Interim CFO

- *Pace Supply* – \$1B industrial distributor
- *Earthlite* – \$40M PE owned massage table manufacturer
- *LCOM* – privately owned tech company – preparation for sale
- *4Front Ventures* – publicly traded (FFNT:AQN) cannabis and CBD enterprise

Ready Alliance – *Interim CFO* – ecommerce consumer goods manufacturer

ArmorWorks Enterprises – *Interim CFO* – PE owned A&D Company

Cervelo – *Interim CFO* – transitioned company from Toronto to Orange County

United Scope – *CFO* – PE owned multi channel optical products Distributor

Revolve – *Interim CFO* - \$230M ecommerce company preparation for public offering (NYSE:RNLV)

Nixon – *Interim CFO* - \$200M action sports company, carved out from Billabong (ASX:BBG)

OPERATIONAL SKILLSET

- Diverse industry expertise including SaaS, manufacturing, consumer products and services
- Public and private company experience in Australasia, Canada, Mexico and Europe
- Managed implementations of eight business systems in manufacturing, warehousing, transportation, logistics and other industries
- Scaling infrastructure during high growth periods
- Public company operations
- Regulatory analysis and compliance
- IFRS and GAAP proficiency
- Internal controls and SOX programs
- Planning and Forecasting

Executive Summary

CFO, Project Manager, and Partner working globally with 25 years of experience in manufacturing/production cost accounting, industrial and consumer goods, transportation, construction, and ecommerce. Imaginative, passionate CFO who uses entrepreneurial drive, operational, and financial expertise, global savvy, and team motivation to achieve sustained growth, dramatic corporate turnarounds, and spur startups to rapid growth. Public and private international experience in Australasia, Canada, Mexico, and Europe. Master budget manager with extensive experience managing multi-million and multi-billion-dollar budgets and establishing world-class operational and finance platforms. Specializes in managing capital, digital systems implementation, accounting controls, and planning business growth and direction in Private Equity Group (PEG) environments. Committed to assembling, managing, and maintaining world-class, multi-skilled teams that focus on customer, shareholder, stakeholder, and employee, delivering outstanding results. Industry Specialization: Consumer and industrial products, manufacturing, ecommerce, and distribution.

- Recent engagements (Dec 2021 – May 2023) as Interim CFO and M&A Consultant for \$1B, \$300M and \$40M international ecommerce consumer goods manufacturers and industrial products distributor including extensive cost accounting, budgeting, audit, investment banking, and Quality of Earnings activities.
- Former engagements (Jan - October 2021) as Interim CFO and M&A Consultant for two aerospace international manufacturers. Preparation for sale including due diligence organization for buyer and seller, and as Interim CFO, 4Front Ventures, a publicly traded US and Canadian seed to sale cannabis, CBD, and grown medicine producer. Production cost accounting, extensive cash flow modeling, capital expense budgeting, and multi-national financial reporting.
- Interim CFO (Mar – Dec 2020) Cervelo USA, Inc. \$300M global manufacturer and distributor of technically advanced bicycles moving opcos from Canada to USA. Comprehensive manufacturing and inventory cost accounting. Completed sale of five companies.
- Interim and permanent CFO of \$60M global ecommerce optics group of companies (Nov 2018 – Mar 2020). Government contracts with US Department of Agriculture for production and supply of microscopes.
- Directed domestic expansion as interim CFO of \$100M multi-state highly leveraged industrial equipment franchisee of Fiat Chrysler.
- Interim CFO for Sensa, a \$200M domestic nutraceutical CPG enterprise, contract manufacturing, direct marketing, and distribution to big box retail.
- Prepared \$230M Revolve Group, Inc. for public offering.
- Streamlined domestic and international integration of \$7B in new business including 40 new companies for largest company in Orange County, CA. Extensive DOD and government agency security contracts.
- Optimized cloud based financial reporting and KPI measurement systems for \$8B in B to B, healthcare, specialty retail, and ecommerce enterprises.
- Carved out Nixon, \$200M action sports subsidiary of \$1B consumer products public company forming it into a combined public/PEG owned multi-national industry leading enterprise.
- CFO for multiple US Army Corp of Engineers construction contracts in the Ports of Long Beach and Los Angeles.
- Controller and CFO for mil spec aluminum forging machining operations and machine tooling manufacturer.

- US Coast Guard Contracting Officer including pre-award approval evaluations and cost validations of more than two dozen local government law enforcement and private industry hazardous material clean up contracts.
- Directed \$30 million in initial implementations of eight business systems in manufacturing, warehousing, transportation, logistics and other industries including Epicor Prophet 21, Oracle Cloud, SAP Business One, Syspro Encore, MAS 90/200, and Microsoft Dynamics.

Professional Experience

Pace Supply Inc. - US West 30 location employee owned industrial distributor <i>Interim Chief Financial Officer</i>	Feb 2023 - May 2023
Consumer Products Manufacturer - US Mountain West Ecommerce privately owned disaster and emergency preparedness <i>Interim Chief Financial Officer</i>	July 2022 - December 2022
Earthlite Products - Vista, CA PEG owned multi-channel massage tables and related spa products <i>Interim Chief Financial Officer</i>	December 2021 – June 2022
Confidential Intl. Manufacturer - Orange County, CA Aerospace manufacturing/sell side due diligence quarterback <i>M&A Advisor</i>	Sept 2021 – October 2021
ArmorWorks Enterprise Inc – Chandler, AZ PEG owned defense and aerospace contractor <i>Interim Chief Financial Officer</i>	July 2021 – Sept 2021
4FRONT Ventures LLC – Phoenix, AZ Publicly traded cannabis and CBD enterprise <i>Interim Chief Financial Officer</i>	January – June 2021
Cervelo USA INC. – Toronto, Ontario and Orange County, CA Moving company and subsidiaries from Canada to US <i>Interim Chief Financial Officer</i>	March 2020 – Dec 2020



United Scope LLC – Irvine, CA, Europe, Canada, and China

Feb 2019 – March 2020

A private equity high-growth ecommerce global distributor of optical products selling consumer and business direct in addition to Amazon and company owned marketplaces.

Chief Financial Officer

Tatum, Mcdermott and Bull, Clay Burnett Group, And Hardesty

2011 – Present

Globally, financial and technology consulting and advisory firms

Interim Chief Financial Officer for Pace Supply

Interim Chief Financial Officer for Earthlite

Interim Chief Financial Officer for 4Front Ventures

Interim Chief Financial Officer for Cervelo

Interim Chief Financial Officer for United Scope, LLC

Interim Chief Financial Officer for Booth Machinery

- A private equity owned high-growth Case-IH division of Fiat Chrysler dealer, providing equipment, parts, and service, along with a full line of implements and agricultural equipment and supplies in multiple western states.

Financial Reporting and Acquisition Director for AlliedUniversal. LLC

- A \$7B multi PEG owned provider of security, janitorial, and construction services. Accelerated growth of company from \$1B in domestic to \$5B in international revenue with 150,000 employees. Delivered cloud based financial reporting and analysis system, established KPIs, created P & Ls for 160 domestic and international branches and 60 companies.

Acquisition Manager for Wageworks, Inc.

- A growing \$300M public company and nationwide provider of employee benefit financial services. Post-acquisition integration for \$120M carveout of technology services company. Prepared acquisition accounting entries and SEC filings and analyzed revenue and costs for a \$15M SaaS contract with a leading health care provider.

Interim Chief Financial Officer for Artissimo Designs LLC

- A \$100M multi-national home goods consumer product company operating in the big box and specialty retail environment. Transitioned manufacturing and back-office systems from Montreal to California and Mexico. Enhanced underpowered ERP system, trained, and hired finance/accounting staff, implemented inventory and manufacturing control systems.

Interim Chief Financial Officer for Sensa Products LLC

- A \$200M nutraceutical consumer products company operating in online direct to consumer, direct response marketing, and FDM environments. Negotiated distribution contracts, established online and retail KPIs, hired and trained standalone accounting team, expanded cost accounting system, and developed robust forecasting models.

Interim Chief Financial Officer for Revolve, Inc.

- A privately held (now public) rapidly growing \$230 global consumer goods e-commerce enterprise with recent Private Equity Group investment. Developed comprehensive business forecast involving multiple companies and twelve departments. Worked with management team to accelerate sales by making



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products available online at 67% faster rate. Re-configured internal controls and prepared companies for Big Four audit environment. Advised on finance team's staffing needs; risk management initiatives; and physical plant expansion needs in a high growth environment.

Interim Chief Financial Officer for Nixon, Inc.

- A public company/private equity group owned carve out transaction for \$200M consumer goods manufacturer and distributor of action sports products. Established nine country, global financial organization including financial reporting, budgeting, forecasting, tax, and treasury management. Developed complete lender packages for multiple lenders including covenant compliance projections. Trained and hired new staff in North America and Europe. Documented purchase accounting and funds flow for big four audit IFRS to GAAP conversion and implemented new stock-based compensation program and ownership structure for \$400M transaction.

Education and Certificates

Pepperdine University

Master of Business Administration

Westmont College

Bachelor of Arts

Certified Public Accountant – Delaware (Active); Chartered Global Management Accountant; Certified Merger & Acquisition Advisor; Certified Construction Industry Financial Professional, Instrument Rated Private Pilot



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