

Executive Profile



John Canter

Asheville, NC

EDUCATION

Wheeling University

MBA



RELEVANT EXPERIENCE

Hardesty LLC – CFO Partner

Lovingly – CFO/Head of Partner Sales, Digital Marketing, and Customer Support – A leading e-commerce platform in the floral and gift delivery industry.

Sage – Director of Business Operations – Paya.com, formerly Sage, delivers integrated payment and commerce solutions across various industries.

Fannie Mae – Operations & Financial Oversight Consultant – A leading source of mortgage finance in the U.S., ensures accessible housing for Americans.

Operational Skillset

- Accomplished CFO with extensive leadership experience in Operations, Finance, FP&A, and Investor Relations
- Fundraising
- Operations, Strategy, and Scalability
- Accounting and Financial System Implementations
- Mergers and Acquisitions
- Buy/Sell-Side M&A



John Canter

Executive Summary

Accomplished executive with extensive leadership experience in Operations, Finance, FP&A, and Investor Relations. Demonstrated expertise in scaling operations and strategic management across SaaS, DTC, B2B, and B2C models in businesses generating \$2M to \$425M in revenue.

Professional Experience

Chief Financial Officer / Head of Partner Sales, Digital Marketing, and Customer Support | Lovingly

May 2022 – May 2024 (Initially joined as a Fractional CFO, transitioning to full-time after one year)

Lovingly.com is a leading e-commerce platform in the floral and gift delivery industry, expanding through strategic acquisitions and leveraging a global network of over 1,000 local florists.

- Led the acquisition and integration of a \$3.5M retail flower market, increasing revenue by 20% and profitability by 40% through system enhancements and improved internal controls after the first year of operations.
- Successfully doubled the line of credit, enhancing financial flexibility and supporting further growth initiatives.

Scale Up Advisor | Fractional COO/CFO | KnickleKick Consulting

2017 - Present

KnickleKick Consulting provides strategic operational and financial services to rapidly growing businesses.

- Facilitated the first Italian CPaaS company's public listing through a SPAC IPO, involving extensive coordination across Italy, India, and the US.
- Overhauled inventory and accounting systems for a \$20M high-volume corporate merchandising company, supporting anticipated organic growth and new market initiatives.
- Resolved a stalled deal for a multi-million dollar subscription business, closing the sale at a 4X multiple eight months later.

Director of Business Operations | Sage (now Paya.com)

2016 - 2017

Paya.com, formerly Sage, delivers integrated payment and commerce solutions across various industries.

- Directed strategic planning, budgeting, forecasting, and FP&A functions, significantly enhancing the EFT Division's performance and contributing to global analytics.

Operations & Financial Oversight Consultant | Fannie Mae

2014 - 2016

Fannie Mae, a leading source of mortgage finance in the U.S., ensures accessible housing for Americans.

- Led a major project management overhaul of a \$1 billion initiative, optimizing financial and risk structures, reducing costs, and streamlining operations.

Business Unit CFO | Intersections Inc.

2008 - 2014

Intersections Inc. provides identity risk management services, protecting consumer and corporate data.

- As the 5th employee at startup Identity Guard, drove revenue growth from \$2M to \$42M and expanded the subscriber base by 500%.

Director of FP&A | Ratner Companies

2006 - 2008

Ratner Companies, a national chain of hair salons, focuses on high-quality, cost-effective services.

- Oversaw financial planning and analysis for over 800 retail locations, managing operational and capital budgets.

CEO & Small Business Owner | Something to Do

2003 - 2006

Something to Do was a retail chain providing innovative educational toys and games.

- Purchased, expanded, and successfully exited the business, significantly enhancing its market presence and profitability.

Writer & Contributor | The Wall Street Journal

2003 - 2006

Contributed to the Entrepreneur and Small Business section, sharing insights on business management and growth.

Education

Wheeling University

MBA

Specialties

- Operations, Strategy, and Scalability
- Accounting and Financial System Implementations
- Mergers and Acquisitions
- Fractional CFO Services and Fundraising
- Buy/Sell-Side M&A