

# Executive Profile



**David Lin**  
Brea, CA

## EDUCATION

**University of Southern California**  
MBA, Finance

**University of Southern California**  
BS, Industrial & Systems Engineering



## RELEVANT EXPERIENCE

**Reef - CFO** – Leading global sandal brand with \$175M+ in annual revenue.

**Vans – CFO North America** – Global leader in lifestyle footwear and apparel.

**Honeywell International** – *Senior Finance Auditor* - Diversified technology and manufacturing company with aerospace technologies, building automation, energy and sustainable solutions

### Diverse Industry Experience

Consumer Products • Retail • Ecommerce  
• Wholesale • Manufacturing

## OPERATIONAL SKILLSET

- Hands on CFO with a proven track record of success in both industrial and consumer products sectors.
- Private Equity experience
- Budgeting/Forecasting/Cash Flow/Accounting/Strategic Planning/International Business
- Expense reduction and profitability and working capital improvements
- Acquisition due diligence and QoE preparation and analysis
- Acquisition and Carveout integration
- Financial Analyses and Modeling
- Three-statement financial and 13-week cash flow modeling
- Bank debt and debt covenant management
- Strong interpersonal skills with the ability to develop effective relationships across functional areas
- Developing, mentoring, and training finance staff



## **Executive Summary**

A highly skilled, analytical and experienced finance professional with a proven track record of success in both industrial and consumer products sectors. Expertise in finance and business operations, with a strong ability to collaborate effectively across cross-functional teams.

## **Skills**

- Budgeting/Forecasting/Cash Flow/Accounting/Strategic Planning/International Business
- Direct to Consumer Retail, Ecommerce, and Wholesale
- Private Equity experience
- Expense reduction and profitability and working capital improvements
- Acquisition due diligence and QoE preparation and analysis
- Acquisition and Carveout integration
- Financial Analyses and Modeling
- Three-statement financial and 13-week cash flow modeling
- Bank debt and debt covenant management
- Strong interpersonal skills with the ability to develop effective relationships across functional areas
- Developing, mentoring, and training finance staff
- Computer skills: Microsoft Access, Excel, Word, PowerPoint, SAP, NetSuite (Introductory)

## **Professional Experience**

### **Hardesty, LLC** – Irvine, CA

Nov 2024 – Present

National professional services firm that provides on-demand financial management executives to companies ranging from emerging growth to large public entities through a variety of flexible offerings.

*Partner*

### **Reef** – Carlsbad, CA

Oct 2018 – May 2024

Leading global sandal brand with \$175M+ in annual revenue. Member of executive team responsible for financial management and helping to define and execute brand strategy. Reef was a subsidiary of VF Corporation until October 2018 when it was sold to PE firm, Charlesbank Capital Partners.

*CFO*

#### Under Charlesbank Ownership

- Direct responsibility for Finance and Accounting departments and key decision maker in all business-related activity. Managed a staff of 13 team members.
- Collaborated with Executive Leadership to develop and execute growth strategies, achieving a 75% revenue increase post-acquisition.
- Responsible for business financial results, cash flow management, bank debt and covenant compliance.
- Presented monthly business and financial reviews to the Board of Directors, ownership, and lenders.
- Partnered with PE leadership in renegotiating a \$40M bank credit line to support increasing seasonal cash flow needs.
- Provided executive leadership to a DC Warehousing cost reduction project, leading to over \$1.5M in annual savings.
- Collaborated with product and sales team to implement a \$3M price increase in an inflationary environment.

- Transitioned European and Canadian operations to distributor partners, playing a key role in pricing, contract negotiations, and business transition.
- Provided executive leadership for the IT systems conversion from VF, ensuring a seamless SAP transition for Finance/Accounting functions.
- Led analysis and execution of exiting an unprofitable apparel line, streamlining the business portfolio.
- Spearheaded the selection, negotiation, and buildout of a new corporate office, aligning infrastructure with business growth.

*CFO*

Jan 2017 – Oct 2018

Under VF Corporation Ownership

- CFO for Americas (US, Canada, Mexico, CASA, APAC) with additional oversight of REEF Europe, driving financial strategy across multiple regions.
- Presented quarterly financial and business updates to VF Corporation Leadership.
- Increased operating income by \$3M (+35% growth) in the first year as CFO thru gross margin expansion and SG&A reductions, despite flat revenue growth.
- Collaborated with Sales and Operations to enhance the quality of the sales order book, reducing cancellations and excess inventory.
- Led product profitability analysis, guiding strategic product decisions and future business direction.
- Spearheaded the exit of an unprofitable Mexican subsidiary, resulting in \$600K in annual savings.
- Played a key role in the sale of the company to private equity in October 2018, contributing to management presentations and financial due diligence for prospective buyers.

**Vans, a subsidiary of VF Corporation – Cypress, CA**

Sept 2013 – Jan 2017

Global leader in action sports/lifestyle footwear with over \$2B in annual revenue. As a member of the executive team, provided strategic leadership in finance and significantly contributed to overall brand strategy. Deep expertise in Vans' business model and key profitability drivers, ensuring alignment with financial objectives. Oversaw all financial results and played a pivotal role in achieving business financial goals, driving sustained growth and profitability.

*CFO North America*

Aug 2011 – Jan 2017

- CFO for Vans North America region (US, Mexico, and Canada) during a period of rapid growth with revenues growing from \$800M to \$1.4B. Managed a finance staff of 15 team members.
- Direct to Consumer business expansion from 270 to 450 doors and a \$25M annual capital budget. Key decision maker in new store openings and remodel strategy. Ensured financial discipline during rapid expansion.
- Collaborated with Sales and Product teams to implement price increases totaling \$14M, offsetting cost pressures and enhancing margins to support brand investment initiatives across North America.
- Partnered with the executive team to translate strategic initiatives into actionable financial plans, aligning the financial strategy with the company's growth objectives.

*Director of Financial Planning/Manager of Financial Planning*

Sep 2003 – Aug 2011

- Built strong relationships with Vans' Executive team, including the Brand President and leaders of sales, product development, HR, and operations, fostering collaboration and alignment.
- Led the development of financial budgets, monthly forecasts, and strategic financial plans, ensuring alignment with business objectives.
- Played a key role in the monthly close process, collaborating closely with the Controller to ensure accuracy and timeliness.
- Developed a comprehensive income statement and balance sheet forecasting model and financial reporting package.
- Presented monthly financial updates to Brand CFO, Senior Executives and VF Corporate finance staff.
- Performed numerous financial analyses of product line profitability in support of key business decisions.
- Performed financial modeling and valuation for a \$180M acquisition.

**Honeywell International** – Torrance, CA June 1999 – Sept 2003  
Multinational Fortune 100 corporation with \$24B in annual revenues. Significant experience and responsibilities in annual operating plan development, management of operating plans, and financial modeling.

*Senior Finance Auditor*, Corporate Audit Department Nov 2001 – Sep 2003

Team member and team lead during financial and operational audits of multiple Honeywell business locations. Audits involved assessing the reliability and integrity of financial reporting, effectiveness of key business processes, adequacy of internal controls, and the dissemination of company wide best practices. Audits and special projects include:

- Led an audit of Honeywell's M&A valuation model. Recommended improvements to the model and presented other valuation methods. Presented results of the audit with VP of Corporate Development.
- Led an operations risk and controls audit of Honeywell's Investments Department. Prepared the final presentation and participated in the final briefing with key executives including the CEO and CFO.

*Senior Financial Analyst*, Turbocharging Systems Worldwide Engineering Group Sept 2000 – Nov 2001

- Interfaced with engineering managers in the development of annual departmental budgets. Presented \$60M budget plan to executive leadership for approval.
- Managed capital planning and approval process for a \$5M capital budget. Ensured projects met ROI objectives and were aligned with annual operating and strategic plan goals.

*Financial Analyst*, GEBS America's Operating Region June 1999 – Sept 2000

- Led development of regional annual operating plan. Coordinated the development of sales, costs, and income targets with manufacturing plants. Responsible for overall plan consolidation, reporting, and analysis.
- Performed financial valuation for a product line divestiture resulting in a \$3M asset sale.
- Assisted in analyzing the profitability of a major customer account, leading to a \$2M price increase.

**Department Of The Navy** – Seal Beach, CA 1992 – 1997

*Industrial Engineer*, Naval Weapons Station Seal Beach

- Initiated various projects to achieve productivity improvements in operations management and re-manufacturing.
- Performed key operational studies to consolidate facilities during defense downsizing.

## **Education**

**University Of Southern California** Los Angeles, CA 1999  
Master of Business Administration, Marshall School of Business, Finance Concentration  
Bachelor of Science, Industrial & Systems Engineering, Cum Laude 1992