

My Story:

From Africa to the USA — A Journey of Leadership, Resilience, and Reinvention

In May 1999, I immigrated to the United States, stepping into a new chapter of life filled with both opportunity and challenge. This move followed a dynamic and richly varied career in Africa, where I had built a strong foundation as a financial and operational leader across multiple industries. My story is one of professional growth, personal resilience, and ultimately, reinvention—navigating complex transitions while staying true to my commitment as a parent and a business leader.

Before arriving in the U.S., I served as Chief Financial Officer (CFO) for some of Africa's largest and most influential companies:

- I was the **CFO of the largest vertically integrated manufacturing, production, and retail facility in Africa**, a wholly owned subsidiary of Trodat GmbH, a globally recognized group headquartered in Austria specializing in stamping and laser technology. In this role, I oversaw complex financial operations tied deeply to manufacturing as well as international logistics and retail.
- Prior to that, I held the CFO position in Metro Cash & Carry Zaire, a subsidiary of **Metcash**, Africa's largest wholesale food distributor, where I pioneered the creation of the company's International Division in Zaire. This ground-up venture spanned operations, logistics, construction, and financial management, demanding hands-on leadership to establish a robust, scalable division in a challenging environment.
- I served as CFO for the region's **largest private label music and entertainment company**, managing financial strategy in a highly competitive and fast-moving sector.
- My career began at Grant Thornton in South Africa, where I spent seven years specializing in auditing and taxation—foundational skills that informed my entire career.

Transition to the United States and New Ventures

In 1999, I joined the Jackson Marketing Group as CFO. Under my financial leadership, the company underwent an important private equity-backed acquisition and was subsequently sold to American Express. The deal was followed by a two-year management agreement,

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which was renewed for an additional two years. This transition marked a significant professional milestone within the US market.

However, life soon presented new challenges. Following a difficult divorce, I found myself as the primary caregiver for three children aged 3, 12, and 15—with the added responsibility of supporting my eldest child who has special needs. This personal turning point required me to completely rethink my career and lifestyle to ensure I could be there for my family while maintaining my professional momentum.

Pivoting to Outsourced CFO Services and Entrepreneurship

Recognizing that traditional corporate roles would no longer fit my new family situation, I pivoted to become an **Outsourced CFO**—a role that offered flexibility and allowed me to work with multiple clients, helping growing companies by providing expert financial guidance without the constraints of full-time corporate life.

I first joined **B2BCFO**, a platform that connects businesses with fractional CFO services, gaining valuable experience in this emerging space. Building on this, after 18 months I founded my own company: **Business CFO for Hire**. This venture has allowed me to leverage decades of CFO experience, advising companies on financial strategy, operations, and growth—while balancing the demands of being a devoted parent.

Today, I'm an empty nester, with all of my children thriving in their chosen careers.

Looking Ahead: Tomorrow

I am open to a wide range of professional opportunities—whether based locally in Atlanta, remote, or onsite out of state. My flexibility extends to various work arrangements, including serving as an independent contractor, a contracted W2 employee, or working under your brand in a white-labeled capacity. I am fully prepared to sign NDAs and all reasonable legal documentation to ensure confidentiality and compliance, and I am committed to partnering in whichever manner best supports your business objectives.