

Stan Alhadeff

Atlanta, GA

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Chief Financial Officer

PROFILE

Accomplished financial management executive with 20+ years of leadership experience in leading financial strategy, capital optimization, and operational transformation across startups, PE-backed firms, and public companies. Proven track record in driving successful exits, managing M&A transactions, and securing multimillion-dollar deals. Known for an entrepreneurial mindset, creative financial structuring, and deep commitment to ethical leadership and business sustainability. Visionary leader with expertise in training and directing cross-functional teams to achieve set goals.

CORE COMPETENCIES & SKILLS

Board Reporting & Executive Advisory	Corporate Governance & Leadership	Process & Operational Improvement
Budgeting & forecasting	Cross-Border Transactions	Risk Management
Capital Raising & Investor Relations	CRM, ERP, Accounting Software	Strategic Forecasting & Budgeting
Cash Flow Optimization	Entrepreneurship & Innovation	Stakeholder Engagement
Client Relationship Management	Financial Controls & Procedures	Transparent Decision-Making
Compliance & Audit Leadership	Financial Planning & Analysis	Turnaround Management

INDUSTRY SPECIFIC – FRANCHISOR INDUSTRY EXPERIENCE

Strategic financial executive with extensive expertise in franchisor operations and multi-unit business models. Proven ability to manage complex financial structures, improve franchisee profitability, and support scalable growth. Adept at providing insightful financial analysis, compliance oversight, cash flow management, and fostering strong franchisor-franchisee relationships to drive system-wide success.

Core Responsibilities and Achievements

Financial Strategy & Growth Management

- Developed financial models and forecasts aligned with franchise expansion goals and market trends.
- Managed cash flow and capital allocation to support new franchise openings, marketing campaigns, and corporate initiatives.
- Achieved a 15% increase in system-wide revenue through improved royalty collection processes and strategic pricing adjustments.

Franchisee Relationship & Financial Advisory

- Established standardized financial reporting and benchmarking processes for franchisees, identifying performance variances and opportunities.
- Collaborated with operations to develop tools that assist franchisees in understanding major financial levers impacting their businesses.

Compliance, Reporting & Risk Management

- Ensured compliance with franchising regulations including Franchise Disclosure Document (FDD) financial statements and tax regulations across jurisdictions.
- Oversaw preparation and audit of corporate financial statements and regulatory filings to maintain transparency and integrity.
- Developed risk management strategies to mitigate financial exposure from franchisee defaults, legal disputes, or regulatory changes.

Process Improvement & System Efficiency

- Implemented financial systems and dashboards for real-time tracking of royalty payments, franchise fees, and operational KPIs.
- Automated invoicing and collections processes, reducing delayed payments by 30%.
- Led cross-functional initiatives to align finance, operations, and sales in support of franchise recruitment and retention.

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Key Items Achieved

- Develop and maintain standardized financial reporting frameworks and benchmarking for franchisee performance.
- Manage cash flow and royalty collection processes to maximize system-wide revenue.
- Ensure compliance with franchise-specific regulations and oversee accurate financial disclosures.
- Implement technology solutions to automate invoicing, collections, and KPI tracking.
- Partner closely with operations to align financial management with franchisee support and recruitment.
- Mitigate financial risks related to franchisee performance and legal/regulatory exposures.
- Foster transparent communication with leadership, investors, and franchisees to build trust and alignment.

This profile encapsulates the unique CFO role in franchising that balances corporate financial stewardship with supporting a distributed network of franchisee businesses. If you want, I can also help you turn this into a concise resume bullet set or tailor it to a specific franchisor segment.

PROFESSIONAL EXPERIENCE

Business CFO for Hire, Atlanta, GA Founder & Fractional CFO 2010 – Present

- *Fractional CFO firm supporting privately held businesses with high-impact financial leadership.*

At the Table dba Trustegritty (Franchise) Franchise Owner/Regional Director 2021 – 2023

International franchise dedicated to facilitating peer advisory/networking forums for C-suite executives/business owners.

Global Promotions, Atlanta, GA Founder & Functional CFO/COO 2005 – 2011

A custom promotional products business specializing in high-margin, international B2B deals.

PRIOR EXPERIENCE

Conferon – Regional CFO /Jackson Marketing Group (acquired by Conferon Inc.) – CFO,
Event Management and Logistics

Rubber Stamp & Engraving – CFO Vertically Integrated Manufacturing Enterprise in the
Printing and Allied Product Industry

Metro Cash & Carry International – CFO wholesale distribution chain

Grant Thornton –Audit and Taxation – CPA Practice

BOARD OF DIRECTORS

Jackson Marketing Group – Services / Logistics

Karma Productions – Gaming

Metro Cash & Carry – Wholesale / Retail

JIFLA – Non Profit

Kudzu Software – SaaS

Rubber Stamp & Engraving – Manufacturing / Logistics.

EDUCATION

Henley Business School, UK

Master of Business Administration (MBA), Corporate Strategy, Finance, & Project Management

University of South Africa

Honors Bachelor of Accounting Science (Hon.B.Compt), Accounting, Auditing, & Taxation (MAcc equivalent)

Bachelor of Accounting Science (B.Compt), Accounting, Auditing, & Taxation
