

MARK R. KING, CPA

PROFESSIONAL PROFILE

Position: Business Health Matters CFO

Mark King, CPA is an experienced senior financial executive with more than 30 years of experience in finance, administration, and operations in private industry and in the field of public accounting for KPMG Peat Marwick. Mark has strong experience in leading companies through change, growth and in transition to new ownership and exit strategies. Industry experience includes strategic planning, sale of business discussions, due diligence related to acquisitions, board presentations and bank loan negotiations.

Mark is highly respected and organized CPA with more than 30 years' experience in private accounting including being CFO of three different companies ranging in sales from \$7 to \$25 million. Mark has strong exit strategy experience in leading companies through change, in terms of growth and in transition to new ownership or ultimate sale.

In addition to CFO experience, he also has 11 years' experience in all facets of public accounting, from consulting with small businesses to managing the audits of a large, multi-national organization. His experience includes eight years at a supervisory or management level, and instruction of both national and local office training courses.

Mark has worked with a variety of companies that have such a need, particularly for those companies that do not have someone in that role in their organization. Industries include, but are not limited to service organizations, a PEO, manufacturing, wholesalers, contractors, distributors, and retail organizations. The typical company has 5 to 100 employees.

Mark had responsibilities in accounting and auditing with **KPMG Peat Marwick** to the level of Senior Audit Manager. At this level, he was responsible for covering all aspects of audit engagements, from planning to presentation of annual report and client billing. In this position he managed the audits of a multibillion-dollar organization for seven years and the audit of a government owned-contractor operated manufacturer of components for nuclear weapons and a few banks.

In a career shift, Mark entered private accounting where he enjoyed managing growing businesses through a variety of development stages. As VP of Finance and Administration he was brought in by a new President of this privately held company to manage all financial activities and assist in the overall operation of this four-location organization. To that end, he oversaw an accounting and administrative staff that numbered as many as fourteen, though cost cutting, and improved efficiency reduced that to nine.

As CFO of a family-owned business, he developed the necessary corporate structure for this manufacturer of solar control window film as it made the transition from an \$11 million business to a \$25 million one. During this time, he oversaw an accounting and IT staff of twelve. In addition, acted as the main contact for the banking, insurance, legal, tax and accounting relationships for the company and personally for the owner.

Mark's role as CFO at Business Health Matters-Executive Coaching is to help clients identify and understand their present financial KPI's and overall financial health checkup evaluation as a key business health pillar.

PROFESSIONAL CERTIFICATION AND EDUCATION

Certified Public Accountant (CPA)
University of South Florida, Tampa, Florida
Bachelor of Arts in Accounting, 1977,
Graduated Summa cum Laude