

Debbie Rosler | Consulting CFO | San Francisco

Debbie Rosler has 20 years of experience with companies in a broad range of industries and sizes, from early stage start-ups to Fortune 500 Companies. With expertise in financial planning and analysis, corporate strategy and financial modeling, Ms. Rosler has helped companies establish finance and accounting functions and identify opportunities to improve business processes. She is currently working as a CFO Consultant for several early stage companies.

Ms. Rosler previously served as Director, Financial Planning & Analysis for a Kleiner Perkins-backed geosciences start-up. She helped the company build its FP&A function from the ground up, including design and implementation of the monthly forecast and reporting, KPI metrics and 13-week cash flow forecast. She also revamped the firm's pricing approach by increasing the visibility of project profitability and re-designing cost accounting methodologies, and she developed business operating models to guide forecasting, staffing, and vendor management planning.

Prior to that, Ms. Rosler held positions with Levi Strauss & Co. in the areas of FP&A, Corporate Strategy, and Business Process Improvement. As Senior Director of Corporate FP&A, she led the corporate finance and planning function, developed global management reporting and KPIs to support executive decisions, and managed the long-range strategic planning process. Ms. Rosler also led financial planning for the Dockers Women business and was instrumental in driving a business turnaround.

Prior to Levi's, Ms. Rosler served as Director of Corporate Development for a \$10M digital media management software company, where she managed strategy and deal initiatives. She played a key role in an M&A transaction, managing business and financial due diligence, evaluating alternative deals, and resolving capitalization structure issues.

Ms. Rosler began her career as an Investment Banking Financial Analyst with Smith Barney Inc. where she advised Fortune 500 and early-stage companies on a variety of financial and strategic alternatives. She then worked as a Private Equity Analyst for Frontenac Company, a private equity firm with more than \$700M under management.

Ms. Rosler received an MBA from Stanford University and a BBA from the University of Michigan, graduating with High Distinction. When not working, she can be found with her husband chasing around their two young sons and hiking in the Bay area.

Bio Highlights**Areas of Expertise**

- Financial Modeling
- Business Plan Development
- Cash Flow Management
- Management Reporting and Key Performance
- Indicators (KPIs)
- Budgeting and Forecasting Processes
- Due Diligence and Deal Execution
- Corporate Strategy

Industry Experience

- Consumer Products / Apparel
- Retail / e-commerce
- Solar and Conventional Energy
- Technology, Software and SaaS

Recent Engagements

- GoFormz
- PHI GRC, Inc.
- SpeedGauge
- Wootric

Education & Professional Certifications

- MBA, Stanford Graduate School of Business, Stanford, CA
- Bachelor of Business Administration with High Distinction, Emphasis in Finance & Accounting, University of Michigan, Ann Arbor, MI

Contact

 drosler@burklandassociates.com

 650.248.8911

 <https://www.linkedin.com/in/debbierosler>

 <https://burklandassociates.com/cfos/debbie-rosler>

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