

Peter Chouinard | Consulting CFO | San Francisco

Peter is the Managing Director of our consumer group and an on-demand CFO. For the last 20+ years Peter has been an impactful leader serving in the roles of CEO/President, Board Member, CFO and Head of Corporate Strategy. He's a seasoned startup and middle-market leader in CPG. Most recently Peter was the CEO of Devine Products, an exponential growth, consumer products development company.

Peter's early career experience was at General Mills and Foster Farms where he was involved in finance, accounting, operations, acquisitions, due diligence, and business strategy. More recently Peter has been a CFO then CEO for various food & wine businesses and ventures — most notable was his role as President of Wente Vineyards where he led the transition from the 4th to 5th generation of family ownership. In the wine industry he has led financial restructuring efforts and acquisitions, facilitated organizational development and culture change, developed business plans, launched new brands, raised capital and achieved strategic & financial results.

Peter's foundational expertise is in finance and accounting however he has married that quantitative skill set with a breadth of business and leadership skills that has made him adept at solving problems, identifying opportunities, and being a strategic financial partner to the businesses he serves.

Peter received a MS in Finance from Bentley University and both a MS in Accounting and a BBA from the Isenberg School at the University of Massachusetts. Outside of work, family and a love of wine Peter also has a passion for teaching and related to that previously was an adjunct MBA program instructor teaching corporate finance at Saint Mary's College of California and at the Isenberg School of Management at the University of Massachusetts Amherst.

Bio Highlights

Areas of Expertise

- Financial Strategy
- Financial Modeling
- Cash Flow Management
- Due Diligence
- Financial Planning & Analysis
- Leading & Managing Change

Industry Experience

- Consumer Products
- Food & Beverage
- Wine
- Manufacturing
- IoT

Recent Engagements

- Particle Industries
- Elizabeth Spencer Winery
- Monarch

Education & Professional Certifications

- MS Finance, Bentley University
- MS Accounting, Isenberg School of Management at University of Massachusetts Amherst
- BBA, Finance & Operations, University of Massachusetts Amherst

Contact

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