



Garry Hoffman

Qualifications Summary

Garry has experience in e-commerce, hospitality, food and beverage, and real estate. Prior roles include director of finance, controller, and accounting manager. Process improvement and actionable reporting and analysis are core to his accounting approach and communication. He has additional experience with multi-state and international operations. Garry holds a degree in Finance from the University of Florida and a Master of Accounting from Montana State University. He is also a board member and treasurer for a local non-profit, Gamers Engaged.

Core Expertise

• E-Commerce Platform Integrations • Period End Reporting • Indirect Tax (Sales, VAT, GST, B&O) • Budgeting & Forecasting • Cash Flow Analysis & Management • 401k & ESOP Audit Management • Multi-State Payroll & Tax Accounting • Bookkeeping & Reconciliations • GAAP Reporting & Accounting • Inventory Accounting

Professional History

ASP	Consultant	2023 - Current
Card Kingdom	Director of Finance	2018 - 2022
Soundview Medical Supply	Finance Manager	2016 - 2018
Pop A Lock	Consultant	2015 - 2016
Clark Nuber	Tax Associate	2011 - 2014
Voyager Group	Accounting Manager	2008 - 2011
Aramark	Accounting Manager	2007 - 2008

Accomplishments

- Developed team, systems, and process to scale from \$50mm in annual revenue to \$120mm.
- Implemented change from QuickBooks to NetSuite with core systems automated on time.
- Revised 3 years of financials to amend federal taxes resulting in a tax benefit of \$200k.
- Improved AR collections resulting in DSO of 21, down from 24.
- Review of state tax returns resulting in refunds of \$275k.
- Collected \$50,000 in receivables within 6 months of employment which were over 90 days past due. Maintained zero balance in past 60 days aging.
- Improved transaction process which reduced POS transaction time by 66%, as well as decreasing accounting entries by 50%.
- Secured \$4.7mm in PPP Loans and \$3.8mm in ERC credits.

Education / Licenses

- Bachelor of Science, finance, University of Florida, FL
- Masters in professional accounting, Montana State University, MT
- Washington State Board of Accounting, CPA

Software

• Net Suite • Great Plains • QuickBooks (Online, Desktop) • Bill.com • Power BI • Confluence/Jira • Heartland • Upserve • ADP • Paychex • Aloha • Micros • Tax Jar