

Bobby Bluford

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Senior Financial Professional

Broadly experienced finance executive with a unique blend of leadership skills, financial expertise, and technical savvy. Offer extensive finance, accounting, application development, and strategic planning experience. Bring a track record of driving profitability by providing the insight, guidance, and tools necessary to reduce risk, ensure sound financial practices, and enhance performance.

Professional Profile

Financial Strategy
Full-cycle Accounting

Financial Modeling
Reporting / Analysis

Vendor Relations
Audit Management

MS Excel / Access
Process Development

Influential leader – rally stakeholders around clear action plans / strategies and compelling visions of success.

Fully invested partner – serve as a trusted resource and leader during periods of aggressive growth and rapid change.

Change agent – challenge the status quo to transform key processes and increase operational effectiveness.

Professional Experience

Vice President, Finance – Printroom, Inc. – Santa Clara, CA 12/2007 – 01/2013

Oversee all accounting and financial procedures for the \$15M, venture-backed provider of online professional photography services. Manage relationships with venture debt and equity providers.

- Accelerated key financial functions and increased data integrity by automating processes and introducing controls.
 - Created a cash management dashboard, which reduced processing times and facilitated decision-making.
 - Developed an application that empowers customer support personnel to quickly address customer concerns.
 - Innovated a finance dashboard to centralize key data, which improved reporting accuracy.
 - Reduced month-end close process from 20 to 10 days.
- Leveraged linear regression and other advanced tools to create an Integrated Financial Model that continues to forecast within 5% of actual. Designed extremely accurate daily sales model for most critical months of fiscal year.

CFO / Financial Controller – Jupiter Hosting, Inc. – Santa Clara, CA 01/2004 – 09/2007

Managed all activities related to accounting, finance, and human resources, including budget development and high-level financial strategy. Prepared a broad range of executive reporting.

- Played an integral role in negotiations and valuation for acquisition by Navisite, including preparing and presenting comparative valuation models and all related due diligence prior to close of deal.
- Improved cash flow and working capital position by significantly reducing days-sales-outstanding (DSO). Further improved capital position by negotiating and securing affordable leasing.

Founder / President and CEO – Team NextLevel – San Jose, CA 04/1999 – 01/2004

Led all aspects of the self-funded start-up, from developing the corporate strategy to negotiating development deals.

- Secured alliances and strategic partnerships with corporations and non-profit organizations, including the Northern California Volleyball Association, Uptime energy drinks, and Speed City training gear and clothing.
- Expanded the company by launching a division focused on professional athletes.
- Enhanced end-user experiences by developing an integrated online tool – providing clients with an easy way to track performance, manage personal data and perform a broad range of research.

Education

MBA – Santa Clara University – Santa Clara, CA 2004

BS, Managerial Economics – University of California, Davis – Davis, CA 1995