

Regina Powell, CPA

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Controller

Respected leader with strong financial acumen honed during highly successful career overseeing finance and accounting operations for private and public organizations. Define accounting systems, internal controls, and processes to comply with GAAP and regulatory requirements, reduce risks, and increase accuracy.

Accomplished manager, adept at recruiting, hiring, and developing cross-functional teams as well as overseeing all aspects of HR. Partner with key stakeholders, including C-level executives, board members, and managers to align finance and business strategies with overall objectives and forecasts.

Areas of Expertise

- Internal Controls & Risk Management
- Staff Recruitment, Hiring & Development
- Financial Modeling & Forecasting
- Budgeted vs. Actual Variance Analysis
- GAAP & Regulatory Requirements
- Reconciliation & Discrepancy Correction
- Commercial Lender/Banker Relationships
- General Ledger, Journals & Chart of Accounts
- Consolidated Financial Statements
- Accounting Systems & Processes

Career Experience

WEST VOLUSIA TOURISM ADVERTISING AUTHORITY • West Volusia, FL

Director of Finance and Human Resources/Interim Executive Director, 2015 – Present

Oversaw finance and HR operations in addition to serving as Interim Executive Director for six months with full accountability for all activities related to \$6M+ convention and visitors bureau.

Managed, prepared, and reviewed accounting information, payroll, annual budget, financial statements, balance sheets, and other reports; presented results to stakeholders and addressed variances. Directed quarterly, annual, and monthly processes, including account closeout and reconciliations. Utilized Sage 100 accounting and business intelligence software; managed bank account and general ledger. Provided information and documentation to CPA firm for annual audit. Led, mentored, and evaluated team of 28 staff, fostering collaboration to achieve shared goals.

Key Contributions:

- Successfully maintained 2012-2013 fiscal year expenses within 1.6% of budget and drove significant cost reductions, saving \$1.75K on property and liability insurance, recouping \$14K in unclaimed property funds, and decreasing healthcare benefit costs while increasing value to employees.
- Re-established GAAP accounting practices, implementing and enforcing strict internal controls, improving accuracy and integrity of financials, and rebuilding trust and confidence with Board of Directors, county staff, and CPA firm.
- Played a key role in special projects and continuous improvement initiatives, including HR/accounting software implementation.
- Developed human resources policies and procedures in accordance with best practices and employment regulations.

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ENDEAVOR AIRE INC. • Daytona Beach, FL

Chief Financial Officer, 2000 – 2015

Key member of the executive leadership team from initial business start-up through transition into mature recruitment services provider with \$6.3M in annual revenue.

Directed financial and accounting operations in accordance with GAAP, including preparing and analyzing financial statements and schedules, monthly GL activity, financial reports, variance, budgets, and special accounting projects. Managed personnel operations for up to 65 staff, including recruitment, onboarding, offboarding, and related policies.

Key Contributions:

- Cut operating expenses by 17% year-over-year from 2012 to 2013 by introducing effective cost controls to prevent waste.
 - Championed continuous improvement, including implementing new accounting procedures and internal controls as well as troubleshooting and reconciling issues across multiple departments.
 - Improved value of reporting by differentiating multiple lines of revenue to enable accurate tracking of gross margin and true costs.
 - Liaised with commercial lenders, CPA firm, and owners to coordinate complex finance and accounting matters.
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Earlier Career Experience

Controller • EDMUND OPTICS *and* VERINT SYSTEMS, INC.

Accounting Manager • NOVARTIS PHARMACEUTICAL CORPORATION

Office Manager/Bookkeeper • STAMP RITE TOOL & DIE CORPORATION

Additional details available upon request.

Education and Credentials

Bachelor of Science in Accounting

STATE UNIVERSITY OF NEW YORK (SUNY), STONY BROOK UNIVERSITY – Stony Brook, NY

Certification

Certified Public Accountant (CPA)

SHRM Senior Certified Professional (SHRM-SCP)

Technical Skills

QuickBooks, Sage, Platinum, proprietary Payroll Software, Microsoft Office Suite (including Excel)