

# DENA HERNANDEZ

NEXT LEVEL NOW, INC. 16 PEASE BOULEVARD, PORTSMOUTH, NH 03801 (603) 433-4783 dhernandez@nextlevelnow.net

## ■ SKILLS & SUMMARY

- ACCOUNTING PROCESSES
- PAYROLL PROCESSES
- AUDITING / REPORTING
- INVENTORY CONTROL
- STRATEGIC PLANNING
- MONITOR SIC & GAAP
- BUDGETING & FORECASTING
- CASH MANAGEMENT
- PROJECT MANAGEMENT
- PROCESS IMPROVMENT
- OPERATIONAL EXCELLENCE

## ■ PROFESSIONAL EXPERIENCE

CHIEF FINANCIAL OFFICER, NEXT LEVEL NOW, Inc., Portsmouth, NH January 2020-Present  
*CFO for Next Level Now's clients which offers strategic financial services to mid-size enterprises.*

> Responsible for strategic operations, turnaround management, cash management, private equity funding, and M&A for Next Level Now's clients.

CONTROLLER, APEX PARKS GROUP, LLC, Aliso Viejo, CA 2017-2019

- > Drove financial and organizational performance by partnering with the President and other senior leaders to provide strategic recommendations and forecasting, based on financial and cost analysis, and projections on operational and strategic issues as they arise.
- > Studied, analyzed and reported on trends, opportunities for expansion and projection of future company growth and operational excellence.
- > Managed the approval and processing of revenue, expenditure, and position control documents, department budgets, ledger and account maintenance.
- > Optimized the efficient utilization of cash and financial services in a manner consistent with the company's objectives.
- > Developed and monitored Standards of Internal Control (SIC), policies and procedures within General Accepted Accounting Principles (GAAP) and corporate guidelines to ensure sufficient cash flow, reduce operating costs, and increase revenues within a global, project based environment.
- > Administered and maintained banking and credit arrangements in order to maintain adequate sources of capital.
- > Continued the integration of strategic planning systems, accounting and ERP for implementation of the financial dashboard and KPIs to help guide executive team decision making and provide appropriate metrics for analysis of the business.
- > Continuously improved and implemented targeted planning tools to increase the effectiveness and efficiency of the annual planning process, overall forecasting capabilities, accounting systems, monthly closing, and the financial reporting processes.
- > Improved inventory control procedures and measures to ensure accuracy.
- > Managed company retirement plans for financial effectiveness and employee retention.

VP and CHIEF FINANCIAL OFFICER, SRC WORLDWIDE, INC., Norco, CA 2007-2015

- > Directed accounting team of 32 encompassing controllership, business operations, decision support, financial planning and analysis, GAAP and SOX compliance, sales reporting, real estate, business systems, and legal within 1,500 employee region in multiple U.S. States, U.K. and Australia.
- > Established finance operational strategies by evaluating trends; established critical measurements; determined production, productivity, quality, and customer-service strategies; designed systems; accumulated resources; resolved problems; implemented change.
- > Developed financial strategies by forecasting capital, facilities, and staff requirements; identified monetary resources; developed action plans.
- > Monitored financial performance by measuring and analyzing results; initiated corrective actions; minimized the impact of variances.

- > Managed the activities of the corporate accounting department for the accurate and timely dissemination of financial management reports including, but not limited to, internal and external monthly financial statements and annual audits and annual budgets.
- > Managed and maintained sound tax planning, compliance and reporting; timely filed over 250 returns for C-Corp, S-Corp, LLC, and LLPs; developed tax planning tool to project timely and accurate estimates and tax liability.
- > Managed the activities of the disbursement department, ensuring the accurate and timely processing of accounts payable, purchase orders, petty cash, core employee expense reports, cash control, core payroll processing and total corporate payroll tax compliance.
- > Supervised the activities of the accounts receivable department to ensure the accurate and timely management of all accounts receivable aging components including billings, cash receipts application, etc.; funded service management, which includes weekly funding reports and customer service; quarter and year-end payroll closing including federal and state reports; and check statistic management.
- > Evaluated and advised on the impact of long range planning, introduction of new programs/strategies and regulatory action.
- > Developed credibility for the finance group by providing timely and accurate analysis of budgets, financial reports and financial trends in order to assist the President, the Board and other senior executives in performing their responsibilities.
- > Enhanced and/or developed, implemented and enforced policies and procedures of the organization by way of systems that will improve the overall operation and effectiveness of the corporation.
- > Directed IT strategy and day to day servicing of worldwide operations and provided technical financial advice and knowledge to others within the financial discipline.
- > Continual improvement of the budgeting process through education of department managers on financial issues impacting department budgets.
- > Provided strategic financial input and leadership on decision making issues affecting the organization; i.e., evaluation of potential alliances acquisitions and/or mergers and pension funds and investments.
- > Developed a reliable cash flow projection process and reporting mechanism that included minimum cash threshold to meet operating needs.
- > Advised, from the financial perspective, on any contracts into which the corporation may enter.
- > Evaluated the finance division structure and team plan for continual improvement of the efficiency and effectiveness of the group as well as provide individuals with professional and personal growth with emphasis on opportunities (where possible) of individuals.
- > Established and maintained systems and controls that verify the integrity of all systems, processes and data, and enhanced the company's value.
- > Updated job knowledge by remaining aware of new regulations; participated in educational opportunities; reading professional publications; maintained personal networks; participated in professional organizations.
- > Coached, mentored and supervised direct reports.

#### SENIOR INTERNAL AUDITOR, COUNTY OF RIVERSIDE, Riverside, CA 2001-2004

- > Conducted and managed internal audit engagements.
- > Identified and communicated issues raised, offered recommended solutions relevant to business and risk.
- > Supervised four (4) junior auditors assigned to engagements and provided guidance and overall review of deliverables.
- > Ensured audit conclusions were based on a complete understanding of the process, circumstances, and risk.
- > Developed audit programs and testing procedures relevant to risk and test objectives.
- > Obtained and reviewed evidence ensuring audit conclusions are well-documented.
- > Ensured adherence at all times to all applicable department and professional standards.
- > Communicated assigned tasks to engagement team in a manner that is clear and concise ensuring high quality, accurate, and efficient results.
- > Organized personal effort along with those of junior auditors to be risk-based, productive, and efficient at all times.
- > Ensured adequate focus on personal professional growth relevant to taking on more challenging assignments, in line with standard audit career progression and proactively sought relevant Education and training opportunities.
- > Coordinated the overall monthly closing process

CONTROLLER, CITY OF WEST COVINA, West Covina, CA 1999 to 2001

- > Managed a staff five (5) in a broad range of accounting functions; responsible for creating and monitoring all finance initiatives; develop and maintain accounting policies and procedures; prepare financial reports for all units, programs, projects, and funds to funding sources, and regulatory bodies (e.g. IRS, State Franchise Tax Board, the Attorney General's Office and the Secretary of State).
- > Oversaw all organization funds in compliance with all legal and regulatory financial requirements, as well as with all requirements of funding agencies.
- > Participate in organizational planning, develop and maintain budgets of all units, programs, projects and funds; enhance the internal control structure and environment.
- > Coordinate financial audits with various auditors and funding agencies.

AUDIT MANAGER, ARTHUR ANDERSEN, LLP, Irvine, CA 1995-1999

- > Reviewed and advised in the preparation of filings for the SEC (annual and quarterly) as well as reviewed and advised on the compilation of statutory returns for various companies
- > Expertise in Hospital and Manufacturing companies.
- > Assisted in the compilation and issuance of new debt offering memorandum.
- > Management of various 401k plan audits.
- > Supervision of up to 10 audit staff members.
- > Responsibilities included planning and review of audit work including audit testing, consultation with management on accounting issues and assistance in the preparation of financial statements.
- > Administrative functions include the training, counseling and appraisal of staff members, daily management of work in progress, accounts receivable, and cash collections.

#### ■ EDUCATION

Master of Business Administration – Accounting  
KELLER GRADUATE SCHOOL OF MANAGEMENT

Bachelors of Science – Accounting  
CALIFORNIA STATE POLYTECHNIC UNIVERSITY

#### ■ TECHNICAL AND COMPUTER SKILLS

*Advanced knowledge of computers and associated applications including:*

Advanced Excel (Pivot Tables, V-Look Up, Macros), Power Point, Word, Sage 500, Sage 50c Quantum, Sage HRMS, Sage Fixed Asset, Yardi Property & Asset Management, SAP, PeopleSoft, CCH ProSystem, Lacerte, Drake Tax and Compliance Software, QuickBooks, Oracle, NetSuite, Coupa, Comdata, Visual Lease, License HQ, Adaptive, Blackline, RIA Checkpoint.