



## **CFO Westfeldt Group**

### **ABOUT US**

Westfeldt Group (WFG) working across WBI (Westfeldt Brother Incorporated) and GST (Green Shutter Teas LLC) operates trading, solutions sales, warehousing & blending facilities focusing on tea, coffee & botanicals.

Established and owned by the distinguished Westfeldt family, WFG furthers their ongoing passion & commitment to quality beverages, community & disruptive innovation. As highly successful beverage entrepreneurs for over 150 years, WFG offers first class customer service, exceptional quality, and exciting beverage experiences.

Operating as two separate entities WBI and GST are embarking on a process of further collaboration, functional integration, and optimization. As we embark on this journey, we are seeking a strong financial leader to leverage and expand upon the established financial establishments in both business and integrate them productively as part of one WFG.

### **POSITION SUMMARY**

We are offering an exciting opportunity for a highly motivated and entrepreneurial minded CFO with the desire to make an impact on a novel business. The CFO will have direct responsibility for treasury, accounting, finance, banking / financing, legal, IT, and Human Resources within the organization. This position will own all financial ends of the business, ensuring accurate financial reporting from every part of the value chain. This position will be responsible for creating processes from scratch and identifying key resources to achieve financial success. To be successful in this role you will wear many hats and must thrive in an autonomous environment that carries ambiguity throughout the workday. In addition to their technical and leadership position within the group, the CFO will also act as a key liaison to the owners. In providing a pivotal link between the owners, group businesses and other partners, including, but not limited to; tax advisory, wealth management, attorneys and real estate players, the CFO will be an intimate part of the WFG and wider Westfeldt Family interests.

The CFO oversees the groups fiscal activity, including budgeting, reporting, and auditing. As the primary resource for financial reporting and accounting, this will be a very spirited position that will be essential in further developing an in-house accounting and financial team as we grow. You will report directly to the CEO of WFG but work extremely closely with the leadership of both WBI and GST. Current financial functions in both companies will have a dotted line into the CFO.

The CFO will hold responsibilities that include, but are not limited to, the following:



- Direct and oversee the financial activities of the group and member companies.
- Tracking cash flow and financial planning and analyzing the company's financial strengths and weaknesses and proposing strategic directions.
- Summarize current financial status by collecting information, preparing monthly, quarterly, and annual financial reports.
- Work directly with CPA firm in reporting taxes and maximizing opportunities for Local, State, and Federal Tax benefits and exemptions.
- Work directly with company related Insurance providers, analyzing current policies and initiating the review and approval process for new carriers, policies, and renewals.
- Serve as the company lead for IT related functions including Software, Subscriptions, Vendors, and Hardware.
- Oversee HR function, coordinating with external service providers (payroll, benefits, and general HR) and internal staff responsible for various aspects of HR.
- Works with other leadership to coordinate planning and establish priorities for the planning process.
- Ensure cash flow is compatible with company operations, by overseeing the day-to-day accounting, recording, reporting, and internal control activities of the organization.
- Studies long-range economic trends and projects their impact on future growth in sales and market share.
- Monitors financial performance by measuring and analyzing results, initiating corrective actions, and minimizing the impact of variances.
- Consult with executive team on new capital investments and projects creating a robust financial package and forecast.
- Coordinate the development of the annual operating, capital, and program budgets, and reporting against the same.
- Compares sales and profit projections to actual figures and budgeted expenses to actual expenses; makes or oversees any necessary adjustments to future projections and budgets.
- Become proficient in navigating ERP Software (Certus and CATS), understanding how to input financial information and generate reports from this software.
- Ongoing evaluation and management of overall ERP footprint within the group.
- Conduct Bank Reconciliations as needed.
- Ensure we are in compliance with federal, state, and local financial legal requirements by studying existing and new legislation, enforcing adherence to requirements, and advising management on needed actions.
- Substantiates financial transactions by auditing documents.

## **SUPERVISORY RESPONSIBILITIES**

- Oversees Accounting and Finance department, budget preparation, and audit functions with direct reports across group businesses.
- Oversee the total function of the Accounting Department ensuring deadlines are met on all agreed terms for Accounts Payable and Receivable.



- Coordinate with Operations in supervising and verifying adequate controls are in place within all operations to drive financial integrity.
- Manage finance personnel and oversee financial IT systems, ensuring compliance with all applicable Financial Accounting Standards Board, Internal Revenue Service, State Attorney General, and other relevant regulations

## **QUALIFICATIONS AND ATTRIBUTES**

To perform this job successfully, an individual must be able to perform each job specification satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's Degree in accounting/financial management/business
- 10 years of strong financial and accounting experience in a leadership role
- Superb communicator and presenter of complex financial issues to non-financial managers & leaders
- Experience in international commodity markets and exchanges desirable
- Experience leading financial management function for mid-sized, family-owned businesses is essential
- Comfortable working with multiple external stakeholders across global locations with varying languages and cultures
- CPA a strong plus
- CPG or manufacturing industry experience desirable
- Knowledge of or experience in Hedge Accounting preferred
- Extensive financial reporting and management experience in line with GAAP and CASH standards
- Previous experience leading the role out, development and management of ERP solutions
- Proficiency in raw material, finished goods and vendor managed inventory (VMI)
- Expert in MS Office applications
- Self-starter with a desire to create programs and processes from scratch
- Strong work ethic with the ability to learn and adapt quickly to new challenges
- Experience in the functional food, beverages, nutraceuticals and
- Fluent in English
- Comfortable working / relocating to New Orleans

## **LANGUAGE SKILLS**

Fluency in English is a requirement and Spanish is a plus (read/write/translate).

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.



While performing the duties of this job, the employee must:

- Frequently walk and sit.
- Specific vision requirements required by the job include regularly looking at a monitor and occasionally exercising color and peripheral vision, depth perception, and the ability to adjust focus
- Must be physically able to safely ascend to heights, be able to bend, crawl and move safely and freely around machinery and building without assistance.

## **WORK ENVIRONMENT**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is:

- Exposed to regular Office Environment
- Exposed to processing, warehousing, and commodities manufacturing
- Required to travel domestically and internationally in line with business need
- Required to be based in New Orleans, LA
- If not a US citizen, you are required to maintain work authorization independent of company sponsorship

## **DISCLAIMER**

The above statements are intended to describe the general nature and level of work being performed by the job incumbent. They are not intended to be an exhaustive list of all responsibilities, duties, skills, and behaviors required to perform the job.