

GARRY HOFFMAN

Outsourced Controller & Technical Accounting · Multi-Entity Consolidation, Close Automation & ERP Implementation

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OVERVIEW

Outsourced controller for multi-entity organizations that need financials they can trust, and for companies whose system implementation has stalled. Fifteen-plus years as a Director of Finance, Controller, and consultant across hospitality and tourism, e-commerce and distribution, nonprofit, food and beverage, real estate, and medical supply, including multi-state and international operations.

I architect consolidation and reporting systems for complex entity structures, automate the month-end close so statements come out of the books instead of a monthly spreadsheet rebuild, and finish rollouts other teams have abandoned (Sage Intacct, NetSuite, Rippling). I have also built the finance infrastructure behind growth from \$50M to \$120M in annual revenue. Engagements are deliverable-based and fully remote: a defined monthly financial package on a fixed fee, or a fixed-scope technical accounting or systems project.

PRACTICE AREAS

Multi-Entity Close & Consolidation · Intercompany Reconciliation & Three-Way Tie-Outs · ASC 606 Revenue Recognition & Deferred Revenue Schedules · Financial Statement Packages (BS / IS / CF) · Board & Investor Reporting · Liquidity & Cash Flow Forecasting · Budgeting and Forecasting · ERP Implementation and Recovery · Audit Preparation and Management (financial, 401(k), ESOP) · Nonprofit & Association Reporting and Public Disclosure · Payroll and Labor Cost-Center Allocation · Indirect Tax (Sales, VAT, GST, B&O) · AR, Collections & Working Capital · Finance Process Design and Automation

SELECTED ENGAGEMENTS & RESULTS

Principal — Outsourced Controller & Systems Consultant

Purser Advisory / ASP (Accounting Solutions Partners) | 2023 – Present

Consolidation & Reporting Architecture — five-entity hospitality and tourism group, \$46.4M in assets

- **Consolidation system.** Architected the financial consolidation system for a five-entity group, unifying three separate accounting platforms into a single GAAP-consolidated reporting model with intercompany eliminations, non-controlling interest, and USALI hotel reporting.
- **Close automation.** Replaced a manual month-end close with an automated pipeline: normalized trial balances feed a period-anchored workbook that re-dates every statement from a single cell, with built-in integrity guards and balance-sheet tie-outs.
- **Board reporting.** Built an automated board deck generator producing a ten-slide, investor-grade PDF — consolidated financials, EBITDA bridge, liquidity metrics, and entity-level P&Ls — straight from the closed books each month.

Technical Accounting — SaaS, nonprofit, and hospitality clients

- **Revenue recognition.** Built and maintain ASC 606 deferred revenue and cohort amortization schedules, customer deposit aging, and GL tie-outs for subscription, membership, and advance-deposit revenue models.
- **Nonprofit reporting.** Produce quarterly public-disclosure financial statements, board reporting packages, and executive summaries for a national membership association.

Systems Implementation Recovery

- **Sage Intacct.** Took over a stalled Sage Intacct rollout mid-implementation, completed configuration and cutover, and delivered a clean audit opinion for the transition year.
- **Rippling.** Diagnosed and resolved an eight-month failed Rippling HRIS and payroll deployment; fully live within 90 days.

Director of Finance — E-Commerce & Distribution

Card Kingdom (Seattle, WA) | 2018 – 2022

- **Scaled finance for 2.4x growth.** Built the team, systems, and process infrastructure that supported growth from \$50M to \$120M in annual revenue.
- **ERP migration.** Led the QuickBooks-to-NetSuite migration with core system automation delivered on schedule.
- **\$8.5M in pandemic relief capital.** Secured \$4.7M in PPP loans and \$3.8M in ERC credits.
- **\$475K in tax recovery.** Restated three years of financials to support amended federal returns, producing a \$200K tax benefit; a parallel state return review recovered an additional \$275K in refunds.
- **Working capital.** Improved AR collections, reducing DSO from 24 to 21 days.

Finance Manager — Medical Supply Distribution

Soundview Medical Supply | 2016 – 2018

- **AR turnaround.** Collected \$50K of 90+ day past-due receivables within the first six months and held the 60+ day aging bucket at zero thereafter.

Accounting Manager — Hospitality & Food and Beverage

Voyager Group · Aramark | 2007 – 2011

- **Process redesign.** Redesigned the POS transaction and reconciliation process, cutting transaction time by 66% and accounting entries by 50%.

ADDITIONAL EXPERIENCE

Consultant — Pop A Lock · 2015 – 2016

Tax Associate — Clark Nuber PS, Pacific Northwest public accounting firm · 2011 – 2014

INDUSTRIES & ENGAGEMENT MODELS

Industries Hospitality & tourism · Travel and tour operators · Nonprofit and associations · Healthcare SaaS · E-commerce & distribution · Food & beverage · Real estate · Professional services

Company profile Privately held and nonprofit organizations, roughly \$3M–\$50M in revenue, with multi-entity, multi-state, or international structures and an in-house bookkeeper handling daily transactions

- **Monthly close retainer.** A defined monthly financial package — close, consolidation, statements, and board reporting — on a fixed fee tied to your close calendar. Deliverable-based, not availability-based.
- **Technical accounting projects.** Fixed-scope builds: ASC 606 and deferred revenue schedules, consolidation and elimination models, intercompany reconciliation, cost-center allocations, audit preparation.
- **Systems engagements.** Sage Intacct implementation, migration, and recovery; QuickBooks Online cleanup and QBO-to-Intacct migration; Excel reporting architecture built to survive a handoff.

SYSTEMS & TECHNOLOGY

ERP / Accounting Sage Intacct · NetSuite · QuickBooks Online & Desktop · Microsoft Dynamics GP (Great Plains)

Payroll / HRIS Rippling · ADP Workforce Now & RUN · Paychex

AP & Payments Bill.com · Melio · Stripe · Braintree · PayPal

Tax Avalara · TaxJar

POS / Hospitality Toast / Upserve · Aloha · Micros · Heartland

Reporting & Ops Advanced Excel (modeling, Power Query) · Python (reporting automation) · Power BI · Confluence / Jira · Microsoft 365

EDUCATION

Master of Professional Accountancy — Montana State University

Bachelor of Science, Finance — University of Florida