

Tiffany Hovland

Director

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Tiffany has over 13 years of experience in accounting and finance in a variety of different industries. Her experience blends between technical accounting and financial planning and analysis to include accounting operations, financial reporting, mergers and acquisitions, strategic planning, and systems implementations. She uses a collaborative approach, understanding that a partnership with all areas of the company is crucial to the accuracy and success of the finance department.

AREAS OF EXPERTISE

Accounting Operations

Rapid growth and/or acquisitions can inadvertently leave a company's accounting operations in disorder. I enjoy turning that disorder into easy to understand repeatable accounting processes. This includes balance sheet and bank reconciliations, proper GAAP processes, and prior year clean-up. I partner with other departments to ensure the accounting records are supported by accurate data resulting in efficient operations with reliable financial reports.

Strategic Planning and Business Modeling

Most companies have the desire to grow and may even have a financial target but are not always sure how to get there. I bring expertise in financial analysis, planning, and business modeling to help leaders understand what needs to happen and when for their growth goals to become reality. Including hiring plans, financial forecasts, acquisition strategies, expansions, etc. I help establish a clear plan with ongoing reports to monitor performance so leadership can make sound decisions and hit targets.

Mergers & Acquisitions

I have experience on both the buy and sell side including due diligence, carve-outs, and carrying out transition services agreements. My business acumen in conjunction with technical accounting experience gives me the ability to quickly discern potential areas of risk. I am even published in the Journal of Accountancy on the topic of building financial projections for new companies looking for funding.

Financial Analysis and Reporting

In my accounting roles there has always been some aspect of analysis and reporting. This is because stakeholders need to understand "the why" behind the numbers and how the information is useful going forward. In my years of accounting experience and reporting the results to leadership I have developed a communication method that quickly pinpoints areas of focus and provides insights that guide decision making.

INDUSTRY EXPERIENCE

Technology/SAAS

Manufacturing

Marketing

Gift Cards

Hospitality

Food



EDUCATION

MS, Professional Accountancy
University of South Dakota

BS, Accounting
Florida Gulf Coast University

Certification
CPA

EXPERIENCE

Owner
Hovland Financial Services

Finance Director
Hallmark Cards

STRENGTHS

Strategic thinker
Process improvement
Problem solver
Analytical
Positive attitude
Collaborative



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