

JAMES P. McSHANE, MBA
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Financial Management Support / Business Operations Analysis / Strategic & Collaborative Solutions

Experienced Cost Controller adept at structuring profitable business platforms to facilitate growth.

Delivers profit driven business models with proven adaptability in a variety of business environments.

Develops key cost metrics & recommendations for management to support optimal business decisions.

Experience

Consultant, Various

7/2007 – Present

Identified & Extracted Forensic Accounting Data, \$10M & provided expert services including evaluation of business operations controls and fraud - SOX 404: \$30M, (Company Confidential), Newport Beach, CA.

Provided Strategic Planning & Financial Modeling support for two privately held Internet media business: - \$15M sales, Los Angeles, CA, one dedicated to delivering digital advertising, search engine optimization and point per click services across 35k web sites, the other engaged in lead generation.

- **Supported Business Development** aligning campaign revenue streams with respective program costs to ensure profit margin integrity and customer price point compliance.
- **Developed Key Business Indicators** to measure ongoing bid campaign profits for channel market segmentation ads, pay per click campaigns and lead generation statistics.
- **Provided analysis and support** for company advertising market value and web site penetration and profitability of packaged business program contracts.
- **Prepared annual and long range business plans**

Provided Analytical Expertise in addition to organizing, evaluating and presenting complex sales data for privately held cable advertising company: - (\$s N/A), Los Angeles, CA.

Reviewed, analyzed and presented SAP / Hyperion business data to company executives and peers: - \$1B, El Segundo, CA.

EcoMedia, LLC - \$10M, Manhattan Beach, CA

2005 – 2007

Controller for start-up environmental marketing company partnering private businesses with cities and counties, promoting environmental business messages and employing alternative financial structure options

- **Developed Key Business Indicators** and management recommendations to support contractual commitments and enhance the company's strategic customer relationships.
- **Provided Financial Analysis** to establish and support unique business platform with complex contractual relationships among three principal businesses.
- **Drove the optimization of Management Metrics Reporting & Accounting Processes / Procedures** restructuring management financial reporting and accounting processes - optimized efficiency 300%, realigning two-thirds of accounting department hours to higher-valued uses.

James McShane

Photo Sciences, Inc. - \$10M, Torrance, CA

2003 – 2005

VP of Finance / Controller for high-tech manufacturing business based on mask technology.

- **Developed Financial Modeling tool** enhancing financial reporting processes to provide profitability by customer and profit center – reconciled to monthly financials.
- Helped **turn-around weak business segments** through cost cutting & revenue enhancement.

RSP - \$70M, Hawthorne, CA, a division of OSI Systems, Inc. \$500M

2002 – 2003

Division Controller of facility manufacturing airport security inspection equipment for FAA.

- **Leveraged existing Business Partner relationships** and lead world-wide business metrics correction team to effectuate \$500k in annual customer service contract improvements
- **Created world class accounting department** mentoring, cross-training & streamlined procedures
- **Drove world-wide Implementation of ERP System** designed to capitalize on strategic advantages

Wareforce.com - \$200M, El Segundo, CA

2000 – 2002

Corporate Controller of publicly traded distribution and service company

- **Utilized Financial Accounting Theory** improving earnings 25%, resolving open audit issue and bringing accounting into GAAP compliance
- **Structured & negotiated agreement** with vendor, executives & peers generating \$3.2M in earnings
- **Prepared quarterly and annual business plans and variance analysis**

Insync.Media - \$50M, Inglewood, CA

1998 – 2000

Controller of an e-commerce, digital asset-management & printing, company for entertainment industry

- **Employed Cost Data** to develop product pricing model, filling capacity and increasing incremental sales profits 75%
- **Organized, evaluated and presented** profit data by customer, by product line, by division from reconstructed financial statements

Symantec - \$2B, Cupertino, CA

1994 - 1998

Director, Financial Planning & Accounting for Quarterdeck, a software development division

- **Led M&A integration program to assure complete business support** of new product technologies while the company grew from \$35 million to \$250 million.
- **Developed acquired technologies profitability tools** to facilitate annual business planning resource allocation.

Controller, Peter Norton Division - \$250M a software development division

- **Prepared Financial Analysis** demonstrating the Norton division represented 20% of corporate revenue and 75% of corporate profits.
- **Identified and promoted New Business Opportunities** - Developed business plan highlighting division profitability, winning business plan authorization of 100 new hires and 100% increase in division's marketing & advertising budgets.

Education

UCLA / Bachelor of Economics, Business Analysis

Cal State University, Long Beach / Master of Business Administration, Accounting