

## Contact

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## Top Skills

SEC Financial Reporting

US GAAP

Internal Controls

## Languages

English (Native or Bilingual)

German (Elementary)

## Certifications

Certified Public Accountant

# Tyler Honaker

Founder at Root Systems, LLC (Finance/Accounting Consulting Group)

Santa Monica, California, United States

## Summary

A versatile and balanced financial leader from Big 4 public accounting to start up financial management. The foundation of accounting meshed with operational FP&A provides for a well-rounded approach towards financial reporting. Led a cash to accrual conversion and exposure to franchising, subscription, and e-commerce revenue models. Extensive experience with cash flow forecasting/management in high pressure environments. A true passion for start-up consulting providing financial modeling and operational forecasting services.

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## Experience

### Root Systems, LLC

Founder

January 2019 - Present (5 years 3 months)

Los Angeles + Globally Remote

Root Systems, LLC is a consulting group focused on accounting/finance and operational needs of growing organizations. We provide solutions and execution for the following:

- Accounting software implementation
- Revenue recognition guidance and implementation
- Close The Books processes and execution
- Financial modeling
- Financial forecast & budgeting tools and implementation
- Cashflow forecasting
- Fundraising support and prep
- Audit/due diligence support and prep
- Inventory demand forecasting
- Supply chain management
- KPI development and tracking
- Internal controls and online fraud management

## Bkstg + Endeavor Experiences

### Finance Director

October 2016 - July 2019 (2 years 10 months)

Greater Los Angeles Area

- Managing Finance and Accounting functions for 3 entities that roll up to our subsidiary level, reporting to the President
  - Developed, trained, and implemented detailed operational financial forecast with monthly reporting package
  - Build financial models for business units to be used for fundraising, 3 year strategic planning, and new business opportunities
  - Create and present PowerPoint decks to inform CFO on operations, strategy, and results of our entity
  - Took over the finance/accounting team management (2 direct reports, VP of Finance and Client Settlement Manager) of partner company
  - Work directly with corporate accounting on purchase accounting entries and SAP trial balance uploads
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- Lead Finance function through the acquisition of our company by WME with buy side due diligence performed by Big 4 M&A team
  - Built consolidated financial model for multiple business units from the ground up that is used for operational and investment purposes
  - Built detailed cash forecast based on global touring schedules of multiple artists settling in multiple currencies
  - Revamped financial reporting and revenue recognition processes to ensure GAAP compliance and transparency to executive team
  - Synthesized large amounts of customer data to develop internal KPI dashboard and for target acquisition analysis
  - Prepared and presented monthly, quarterly, and annual financial reporting packages to internal executive team and external investor groups
  - Owned the entire finance/accounting process from journal entries to forecasting and managing external tax team for quarterly and annual filings

## ScoreBig, Inc.

### Senior Manager - Finance & Accounting

January 2016 - October 2016 (10 months)

Los Angeles, California

- Managed/maintained company financial model and performed monthly budget to actual analysis and presentation

- Integral part of the financial due diligence team for fundraising efforts responsible for:
  - o Financial model to GL reconciliations
  - o Financial model scenario analysis
  - o Trend analysis and presentation of key financial metrics to external parties
  - o Organizing and managing data rooms
- Built and maintained detailed daily cash flow forecast encompassing all inflows and outflows of operations reviewing daily with VP of Finance and Chief Revenue Officer
- Collaborated with department heads on a weekly basis to synthesize key updates to be presented to executive team
- Managed/maintained company KPI database providing weekly reports and analysis of metrics to executive team
- Managed settlement team of 2 to perform the entire accounting and payroll function of the organization
- Managed multiple external financial consultants to assist on special projects related to financial diligence efforts

## SnackNation

### Director of Finance

March 2013 - February 2016 (3 years)

Culver City, California

- Owned and managed QuickBooks based consolidating entity (4) financial reporting process
- Integral role in the development of assumptions and framework utilized in financial model & forecast
- Monthly 'actual' updates to forecast with variance analysis performed over all significant fluctuations
- Lead accounting principle change (cash to accrual) while conforming to current US GAAP revenue recognition rules
- Maintained weekly financial KPIs and generated Ad-Hoc reporting for executive management and investors
- Generated and presented financial sections of monthly investor presentations
- California sales/use tax calculation and quarterly reporting to BOE
- Lead successful audits per franchise regulation and due diligence efforts for outside investment
- Interviewed, hired, trained, managed, and developed staff accountant
- Lead the HR function with duties of onboarding, off-boarding, benefit management, payroll, and compliance

## KPMG

### Senior Audit Associate

November 2010 - March 2013 (2 years 5 months)

- Performed audit procedures over financial statements in accordance with US GAAP, SEC, and PCAOB regulations
- Acted as lead senior on global engagement serving as the primary contact for clients and coordinating activities to facilitate a successful audit
- Assessed the internal control environment for financial statement risk and ensured compliance with Sarbanes Oxley Act
- Worked with management based valuation and forecasts with focus on assumptions and inputs utilized and Compliance with International Financial Reporting Standards
- Reviewed and provided feedback for work performed by staff and interns
- Recruited up and coming talent to the firm
- Volunteered with non-profit organizations such as the Make-A-Wish Foundation and St. Mary's Food Bank

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## Education

W. P. Carey School of Business – Arizona State University

Masters, Accounting · (2005 - 2010)