

---

# Asher Spiegelman CPA CGMA

## ImpactFR Financial Reporting and CFO Outsourcing Solutions

Cell – (972-54) 214-2605

Email – ashers@impactFR.com

Site – impactFR.com

### Financial Reporting – Your Competitive Advantage

- Improve your decision-making process by using the right reports and connecting vision to actions
- Build trust through a common-sense reporting process that is timely, meaningful and consistent
- Energize your team through a shared definition of success and metrics

### Background - Transforming Data into Knowledge

For the last twenty years I have resolved financial reporting challenges for public and private companies of different sizes through my ability to streamline and present data in a compelling and simple manner. Projects included public offerings, investments, internal and external reporting and as CFO for a start-up that was sold to a Fortune 200 company.

**Benefit from the outsourcing model of high-quality service and project-based costs without long-term commitment.**

### Services Include:

- Projections/business plans and budgets
- Due diligence and investment preparation
- Management reporting packages and metrics
- Audit material preparation
- Process improvement for reporting and decision support
- Accounting and compliance projects
- CFO services/ Controller services

### Philosophy - Do It Once and Do It Right

Customer oriented \* High quality combined with quick turn-around time \* Detailed work that leads to simple and clear reports \* Flexible report design \* Solving your issue and helping you to succeed

# Asher Spiegelman CPA CGMA

## Financial Reporting and CFO Outsourcing Solutions

### Work and Project Experience – selected highlights

<b>Building Value</b> Financial discipline and follow-through to plan and execute while creating buy-in and encouraging teamwork and a win-win paradigm	<ul style="list-style-type: none"><li>• CFO of an e-commerce start-up (Green Smoke), which reached significant sales and was sold to Altria (Fortune 200 company, NYSE:MO) for \$130 million</li><li>• Public offerings – managed due diligence and built integrity with stakeholders – DSSI (services) on Nasdaq, Taldor (outsourcing - hi-tech, low-tech, and call centers) on TASE, and Kimat Hinam (retail and real estate) on TASE</li><li>• Investment – CFO druing private placement Versaware and , sale of Wakingapp</li><li>• Integrated newly acquired subsidiaries (DSI and Taldor)</li></ul>
<b>Building Systems</b> Financial controls and oversight	<ul style="list-style-type: none"><li>• ERP - implementing and upgrading reporting systems - Green Smoke and Moshe Namdar (diamond exchange)</li><li>• Internal controls and financial compliance</li><li>• Procedure manuals</li><li>• Corporate structure design</li></ul>
<b>Building Reports</b> Supporting an effective decision-making process - aligning expectations and communication	<ul style="list-style-type: none"><li>• Comprehensive internal and external reporting for public and private companies of different sizes and industries</li><li>• Monthly reporting, metrics, and working with departments</li><li>• Budget preparation and oversight</li><li>• Automated reporting using macros/ visual basic</li><li>• Complex accounting and tax issues</li></ul>
<b>Industry Experience</b> Public and private companies of different sizes and industries	Start-ups, Hi-tech, e-commerce, Outsourcing services, Manufacturing, Diamond Exchange, Retail, Textile, Real estate, Not-for-profit

### Current and recent projects

*Financial reporting projects/ Part-time CFO services/ Part-time controller services*

Client industries – digital health technology company, AR app development company, real estate investment group, real estate construction company, management consulting company, advertising solutions venture, international not-for-profit, e-commerce multi-national, medical device company, crowd-funding site, retail store

