

OVERCOME YOUR BARRIERS TO GROWTH

Allied Consulting Group, LLC



Brian Christian

Brian is a CPA with over 20 years of financial management and operational experience ranging from start up to large, mature operating entities. Brian has consistently assumed leadership roles in organizations across a diverse group of industries and in the process has gained a fundamental understanding of the critical success factors necessary for companies to achieve and maintain growth and profitability. Relationships are critical to being a trusted advisor to his clients- Brian has forged and maintains long term, professional, working relationships with attorneys, CPAs, commercial lenders and insurance brokers.

As a lean, six sigma practitioner, Brian brings a strong, grounded understanding of efficient operations to accurately define, measure and analyze problem areas and then implement solutions that reduce expense and improve cash flow. His operational focus and professional background in both accounting and finance give him unique abilities to create financial systems and controls that support a company's current business needs and provide the scalability and flexibility to rapidly adapt to changing market conditions.

Brian possesses years of expertise in transaction structuring, risk management and loss control focused on minimizing company liability exposure, reducing lost time accidents and minimizing property, casualty and workers compensation insurance expense. He has also successfully planned and implemented continuity and succession strategies to prepare companies for planned and unplanned changes in ownership and management.

As the owner/CEO of your business, you have the right and obligation to know, at all times, how your business is trending as to financial position, profitability, sales pipeline, employee turn-over etc. Brian has implemented integrated, cohesive, long range strategic business planning (encompassing sales pipeline management, marketing and operations), annual operational budgeting and disciplined, routine financial forecasting practices. The integration of these initiatives is invaluable to the successful management of any company. Together, they keep your "fingers on the pulse" of your business.

As Vice President- Finance & CFO, Brian deployed these skills to create the internal accounting controls and finance infrastructure that enabled the successful negotiation and re-negotiation of several secured, asset based line of credit agreements ranging in size from \$600,000 to \$25 million. This financing fueled the intelligent growth of the company from the start up phase, into a Metropolitan Milwaukee Association of Commerce Future 50 entity grossing \$350 million in annual revenue.

Brian is licensed by the State of Wisconsin as a Certified Public Accountant, is a member of the American Institute of Certified Public Accountants (AICPA), a fellow member of the Wisconsin Institute of Certified Public Accountants (WICPA) and the Turnaround Management Association (TMA). He holds an MBA from Marquette University with an emphasis in Finance and an undergraduate degree in Business Administration from the University of Wisconsin- Milwaukee with majors in accounting and finance. Brian has served on the Finance Committee of St. Jerome Parish and is the current President of St. Jerome Parish School Athletic Association. Brian and his wife of 23 years are members of the Oconomowoc Golf Club and reside in western Waukesha County with their three sons and daughter.

Articles:

- Middle Market Waste, Inefficiency & Excess Cost
- Observations From A B2B CFO
- Have You Hired The Right Bank
- Corporate Renewal The B2B CFO Way
- Lemonade Anyone
- Are You Happy With Your Company's Financial Performance
- Success Is a Daily Pursuit