



# How to Become the Finance Hero With 4 Simple Steps

John Rodriguez, CPA

Controller



Graham Stanton

Avise

What is the secret to startup accounting?

John Rodriguez

Pave



1. Have a vision of where your finance department needs to be (likely you'll be the only one thinking about it)
2. Roll up your sleeves, learn, deeply understand your business, and build Accounting, FP&A, forecasting, budgeting, IT, HR, Facilities, etc.
3. Educate the company (get buy-in) and build controls and processes that need to be in place
4. Be a strategic advisor to your CEO so you can build the company and the Finance department to achieve your vision (don't expect anyone to recognize any of this until a financial statement audit, IPO, or other pivotal business event)



## Edgar's Debit Depot

What is something that surprises people, knowing you're an accountant?

John Rodriguez

Pave



I've always been into cars...growing up, I would modify cars and go racing. I've been a fan ever since.