



Position Profile

Chief Financial Officer



COUNTRY NATURAL BEEF OVERVIEW

Country Natural Beef got its start in 1986 when some forward-thinking ranchers, Doc and Connie Hatfield, had an idea to pool together a network of local ranchers to raise natural beef for customers. This idea would allow ranchers to remain economically viable while providing natural, sustainably raised beef to consumers. Over thirty years later, the Co-Op is still deeply rooted in the philosophy of sustainability for the ranchers, the cattle, and the environment.

Country Natural Beef has expanded its footprint from the Pacific Northwest to providing quality meat to customers all over the Western United States and to retailers like Whole Foods, New Seasons Market, PCC, Chipotle, ShakeShack and more. The Co-Op's growth hasn't taken away from its primary focus of having high animal welfare standards, being stewards of the land, and giving back to its rural communities. Country Natural Beef embraces animal welfare, quality, and environmental stewardship with 3rd part verified attributes like GAP, Non-GMO, and Grazewell.

OPERATIONS

Country Natural Beef (CNB) started with 13 original ranchers. Today, there are 100+/- ranches that comprise CNB processing 60-70,000 head of cattle annually. Structured as a Co-Op, the membership recently voted to adopt a new governance & management structure of 6 Board of Directors with a CEO and subordinate management team. The Co-Op is also transitioning from a cost-of-production plus to a market plus pricing model.

VISION OF CNB

The purpose of CNB is to enable family ranches and their partners to stay in business for generations in order for rural communities to thrive and urban consumers to enjoy healthy, wholesome products from ranches.

MISSION OF CNB

The mission of CNB is to connect consumers with ranchers by establishing innovative, respectful, and profitable relationships.

CORE VALUES OF CNB

1. Long term, mutually beneficial and transparent relationships with ranches, partners and customers.
2. Product attributes that are good for land, livestock and people and are desired by our consumers.
3. We listen to everyone in the group before making a decision.

THE OPPORTUNITY

Working closely with the rest of the management team, this executive will spearhead the daily operations of the finance & accounting staff, and be responsible for the strategic financial outlook and ERP management of the Co-Op. Initial primary strategic initiatives for the CFO would include:

1. Develop and implement standard operating procedures for finance office staff and functions.
2. Assist with a member capital fundraising initiative.
3. Lead the structuring of the financing arrangements best suited for CNB.
4. Assist in developing direct Co-Op employment and benefit programs.
5. Business efficiencies & management reporting analytics.

REPORTING RELATIONSHIP

The Chief Financial Officer will report directly to the CEO as well as be accountable to the Board of Directors.

KEY CHALLENGES

- Positively impacting the culture of the Co-Op and facilitating its growth; leverage a culture that is collaborative yet independent, embrace evolution, and drive performance based on high professionalism.
- Assist with the implementation of new governance and management structure.
- Develop and implement business improvement initiatives with the realities of the current global environment amidst volatility in food supply chain and challenges to the beef industry.
- Evaluate new opportunities for the operational and financial improvement of the Co-Op, identifying new channels of growth, and leading technology/innovation adoption.

RESPONSIBILITIES

- Manage all accounting & financial reporting procedures of the CNB Finance office. Including managing all accounts receivable & payable and presenting quarterly financial statements to membership and monthly financial statements to the BOD.
- Balance Sheet with supporting documents: Bank Reconciliation, AP Aging Report, AR Aging Report and Inventory Report
- Income Statements – MTD, YTD, and prior year comparisons.
- GL Detail of all operating expenses (Excluding COGS).
- Manage the coop's cashflow and operating cash position.
- Punctually prepare accurate, reliable, current, and forecasting reports and financial statements. Facilitate the development, update, and revision of management tools & reports as necessary or as requested by other CNB management.
- Support member education with necessary financial data & information.
- Work with the CNB Finance Committee to facilitate audits & reviews as frequently as requested by the BOD or Management Team.
- Establish a central repository of record keeping and organizational management.
- Serve as the financial lead in helping identify areas to improve profitability.
- Oversee & manage CNB insurance policies, including annual reviews and assessments of risk and insurance requirements.
- Oversee & manage CNB IT, ERP, and technical support systems.
- Ensure compliance with the law and coop policies.

FIRST YEAR SUCCESS

- To smoothly integrate with management team and CNB members with little disruption to operations.
- Work with the management team to develop a strategy focused on integrating all parts of the business into a well-functioning business structure and continual improvement, including management reporting and ERP system.
- Understand and integrate with the culture of the Co-Op and its members. CNB has a proud heritage and is looking for a leader who will complement its culture rather than disrupt it.
- Coordinate with the CEO to establish a CNB centralized office.

THE CANDIDATE

EDUCATION

- A bachelor's degree, ideally in business, finance, or accounting, is required.

LOCATION & TRAVEL

The CFO will be located in the Pacific Northwest. The CFO would also be required to attend all CNB meetings and functions in various locations, mainly in the PNW. Anticipated travel would be one week every 1-2 months.

SKILLS, KNOWLEDGE, AND EXPERIENCE

- The successful candidate should have experience in capital fundraising, capital stack structure, and financing arrangements.
- The successful candidate should show evidence of organizing and managing in situations where details matter and time constraints apply.
- Strong communication and persuasive skills are paramount.
- Humility, personal confidence, security, and maturity are important.
- CNB is seeking an executive with the professional background required to earn the respect and support of the entrepreneurs (ranchers) and others with whom we work.
- A successful track record of working in a hands-on business, ideally in a leadership role.
- Experience working with a member or family-owned company and a resulting understanding of the unique dynamics of culture, operating styles, and ownership.
- The CFO must be adept at building and cultivating internal and external relationships across the business continuum, from supply to end market customers. The successful candidate will be a people and relationship-driven leader.

COMPETENCIES

Leader – Ability to appropriately match staff to workload needs, develop staff members, and to develop a culture of excellence, reporting, punctuality, and performance. Ability to help identify areas of opportunity within the business operations and marketplace for improved financial performance. Someone people are naturally drawn to follow.

Achiever - Gets things done by setting clear expectations, promoting high levels of accountability, monitoring performance, and getting directly involved when needed to achieve desired business results; uses business/financial acumen to create value and drive profitability.

Personal Character – A strong communicator with the highest ethical standards and values and a strong work ethic and is not driven by political machinations. A bright, “quick thinker” who is self-directed and motivated to achieve results, taking ownership for and delivering results. Ability to critically analyze the “so what does this mean” and comfortable debating topics with strong willed management team.