

# James Emmons

SeatonHill Partner

## CORE COMPETENCIES

Strategic Chief Financial Officer • Hands-on Operational Leadership • Family and Private Equity-Owned Companies

## EXECUTIVE PROFILE

**James Emmons** joined SeatonHill in 2020, bringing 30 years of corporate finance and operations experience to the firm and its clients. He is a proven Chief Financial Officer who drives strategy and execution to achieve results. James' expertise lies in transforming business operations by improving productivity, implementing financial controls, optimizing supply chains, and developing and executing strategic growth initiatives. He is a proven leader with extensive experience identifying and developing talent and high-performance teams based on trust, accountability, and collaboration. James is also well-versed in corporate governance and risk management through his experience as a board member and chairman of an audit committee. James has executed strategic finance and operational roles at companies large and small in various operating environments, including private equity-backed, family-owned, growth, and turn-around. His industry experience includes manufacturing, distribution, and professional services and construction.

## KEY EXPERIENCE

**Big Sky Construction Company:** As **CFO** for this \$50 million+ general construction company, James was a key collaborator with the operations and project costs analysis teams. He partnered with third party services to implement a monthly financial reporting package and establish optimized operational and accounting processes. The result was improved reporting timeliness, the addition of GAAP compliant statements, and insights on future performance. James developed a strategic plan to obtain future contracts that included diversification into new markets such as commercial, industrial, and hospitality/leisure. The strategic plan included market trend data based on a comprehensive analysis of historical project bids over a 10-year period.

**Alliance Consumer Group:** As **VP** of **Corporate Strategy** and **Operations** for this leading designer, manufacturer, and distributor of lighting and outdoor products, James managed daily operations and a UK subsidiary, including information technology, and supply chain functions. He also executed various strategic initiatives that encompassed business-to-business e-commerce, warehouse management system, and sales and ops process change management. James led the implementation of a new product development strategy that resulted in 40% growth in 3 years and worked with the sales team to develop a new business acquisition program that increased leads by 100% and grew sales by \$3.5 million. He implemented inventory optimization software that reduced inventory carry by \$2.5 million within 18 months. James also worked directly with investment bankers throughout a successful sell-side process that included the development of an offering memorandum, management presentations, and a due diligence and closing process.

**eFleets Corporation:** As **President** and **CFO** of this electric vehicle designer and manufacturer, James spearheaded the development and execution of a business plan that within 8 months, from start-up to successful operational launch, generated \$3 million in sales. James was responsible for all day-to-day company operations, including production, research and development, supply chain, finance and accounting, and information technology. He recruited and led a world-class engineering and production team which developed innovative proprietary technology. James also managed several investor partnerships that resulted in the successful acquisition of venture capital.

## EDUCATION & CERTIFICATIONS

**BBA Finance and Accounting** • University of Texas at Arlington  
**CPA** • Texas State Board of Public Accountancy



## SELECT EXECUTIVE EXPERIENCE

**SeatonHill Partners [2020 -Present]**  
Partner

**Alliance Consumer Group [2015 -2020]**  
VP Ops & Corporate Strategy

**eFleets Corp. [2010-2015]**  
President, CFO

**General Electrodynamics Corporation [2006-2010]**  
President, CFO

**Wilson Brother USA/NUMO Manufacturing [2004-2006]**  
CFO

## CONTACT

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