Wayfinder Office Hours with EIR Blake Barnett

Blake Barnett is graciously offering recurring office hours on the last Thursday of every month between 2:00 and 5:00 PM to meet one-one-one with teams or individuals on a topic of your choosing from his areas of expertise. See below for available topics and how to reserve your slot!

About Blake Barnett
Blake Barnett is a Chief Financial Officer and thought leader, highly regarded for adding over $300M of profitability through demonstrated leadership in Strategic & Financial Planning, as well as Operational execution. Mr. Barnett’s unique skill-set guides the development of the Firm’s overall business plan, while ensuring a strong linkage to day-to-day execution. Over the last 30 years, Mr. Barnett has helped lead over a dozen firms, specializing in the multi-unit retail space, as well as manufacturing companies. He has served as the CFO for a public company, in addition to CFO & interim-CFO for PE backed, angel investor and family owned firms ranging from $6M to over $9B.

Mr. Barnett spent the first half of his career in business & financial planning leadership roles for large, public companies including Unocal, Taco Bell/Pepsi and Albertsons. He learned, helped develop and implement best practices in Strategic Planning, Budgeting, and technology driven Operational Execution.

For the last decade, Mr. Barnett has developed a track-record of success applying these learnings and techniques to eight business experiencing significant change: High growth, turn-around & restructuring or mergers. In these firms, he has served in a variety of roles, including CFO, Board Advisor and Advisor to the CEO. Mr. Barnett has successfully built and rebuild high caliber teams (Finance, Accounting, Treasury, Tax and IT) and has a passion for coaching and mentoring.

Topics
Over the last year, Mr. Barnett has coached four WayFinder teams to develop their business plans and identify key milestones focused on dollar-one revenue generation. Other teams can come by and talk about their business proposition and seek advice on the following topics:

- Business Planning for Entrepreneurs: Developing a roadmap to revenue
- Planning for Success: Growth through investors, licensing, organic etc.
- Budgeting and Cash Flow planning made simple
- Team Building: Who to hire and when
- Leadership: Your role, coaching and mentoring
- Staying on Track: Maintaining Focus and Accountability

How to Reserve Your Slot
Office hours are available every last Thursday at the Cove between 2:00 PM to 5:00 PM, by appointment only. To request an appointment, send an email to wayfinder@uci.edu with your time preference and topic of interest. Requests should be submitted at least 1 week prior to your requested appointment time.