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How Private Equity Firms Can Use a Fractional CFO to Drive Successful Turnarounds

When a portfolio company begins missing projections, burning cash, or struggling to meet lender expectations, time becomes one of the most valuable assets a private equity firm has. The business needs experienced financial leadership immediately; someone who can stabilize operations, restore credibility with stakeholders, and create a path back to value creation.

Waiting months to recruit and hire a permanent CFO will not help resolve urgent issues. That is where a fractional or interim CFO can have an immediate impact.

Unlike a traditional finance executive hired for long-term leadership, a fractional CFO is brought in to solve specific business challenges. In private equity turnarounds, that often means rapidly assessing financial health, improving liquidity, rebuilding reporting processes, supporting management, and preparing the company for refinancing, recapitalization, or sale.

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With over 90 CFO Partners nationwide, SeatonHill provides strategic leadership with expertise in over 178 industries.

Meet some of our available Partners.



Cindy McSpadden brings more than 30 years of experience serving middle-market companies as a finance executive, operational leader, and strategic business advisor. She has led finance, customer service, IT, operations, and human resources while helping organizations improve financial performance, strengthen reporting, and navigate mergers, restructurings, and other business transitions. As CFO for a manufacturing company, Cindy directed budgeting, cash flow forecasting, SOX compliance, board and SEC reporting, and led the implementation of an ERP system that improved cost visibility and increased gross margins. In another executive finance leadership role, she oversaw finance, IT, customer service, and human resources, integrated accounting operations following an acquisition, streamlined organizational structures, and partnered with operations leadership to improve processes and reduce costs. Earlier in her career, Cindy spent more than a decade in public accounting, six years providing fractional controller and CFO services to privately held companies, and four years delivering M&A integration and turnaround consulting.

Industries: Private Equity, Construction, Multi-site Retail, Manufacturing, Nonprofit, Professional Services



Ralph Salamone is a senior financial executive with over three decades of extensive experience in the insurance industry, building and maintaining public company financial governance, reporting, and controls. With broad IPO knowledge, Ralph has executed the financial aspect of a SPAC merger and public offering. He is a collaborative leader who has managed large multinational teams and multiple functional areas. Ralph's sector expertise includes Property and Casualty Insurance, Property and Casualty Reinsurance, Accident and Health Insurance, Insurance Services, and Financial Services.

Industries: Property and Casualty Insurance, Property and Casualty Reinsurance, Retail, B2C and B2B2C business models, Manufacturing, Licensing businesses, Pharma



Rhonda Rosen is a senior finance executive with over twenty-five years of leadership across finance, banking, capital markets, and corporate administration. Rhonda has extensive experience serving both public and private early-stage, growth, middle-market, as well as private equity-backed organizations. She also has deep expertise in biotechnology, contract research organizations, specialty pharmaceuticals, medical devices, healthcare IT, beauty and wellness, consumer products, and financial services. Rhonda is a proven leader in capital raising, mergers and acquisitions, audit and SEC reporting, operational improvement, and strategic finance, and a trusted advisor to boards, investors, and executive leadership teams.

Industries: Biotech, Contract Research Organizations, Specialty Pharmaceuticals, Medical Devices, Healthcare IT, Beauty & Wellness, Consumer Products, Revenue Recognition



Don Owen is a successful financial executive with extensive experience solving problems, developing strategies and capital structures, and operating benchmarks to optimize cash flow and stakeholder value accretion. He creates strategic solutions and provides candid advice to both healthy and troubled companies across a range of industries. With over 28 years of senior executive experience, Don has led the financial operations of fast-growing companies, driving private company buy and sell side M&A initiatives, and serving as a court-appointed debtor's financial advisor in U.S. bankruptcy court. Don has developed financial planning models to evaluate feasibility and risks ranging in size from $5 to $100 million. He has also provided valuation, litigation, and bankruptcy support where he calculated and refuted financial damages ranging into the billions.

Industries: Stress Engineering Services, Private Equity, Retail, Design, Financial Advisory, Academia, Energy



Rudy Leemans is a versatile international corporate finance executive successful at building solid business practices while driving economic stability, growth, and revenue. He has demonstrated success in leading finance teams, leveraging his dynamic leadership skills and diverse industry knowledge. Rudy is exceptionally adept at working with all levels of internal and external management to ensure corporate and client buy-in. He also has a keen ability to oversee multiple complex initiatives while mastering deadlines and budget expectations.

Industries: Private Equity, Manufacturing, Specialty Chemicals, Technology Hardware & Software, Telecom & Data Warehousing, Capital Goods, Food Ingredients, Direct to Consumer, Wholesale, Supply Chain, Biotechnology, Consulting, Accounting

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