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## NEW MEXICO BUSINESS WEEKLY

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# B2B CFO expands into New Mexico

New Mexico Business Weekly

**B2B CFO**, the nation's largest CFO consulting firm providing services to small and mid-size companies, has entered New Mexico and named Ed Murphy as partner. Based in Las Cruces, Murphy will provide part-time CFO services to growth-oriented businesses in New Mexico as well as the El Paso area.

Murphy is a 30-year veteran in public and private companies and most recently was a private consultant with **CFO Financial Solutions**. Previously, he was chief financial officer and chief operating officer at **Devon Industries** in Los Angeles. Murphy also has held progressive management positions with leading companies in retail, insurance, manufacturing, heavy construction, financial institutions and property management.

Jerry L. Mills, CEO and founder of Phoenix-based B2B CFO, said "We are delighted that Murphy has joined our partnership. He is a highly accomplished financial professional and is a great addition to our firm."

B2B CFO was founded in 1987 by Mills and now has 149 partners across 39 states.

In his role with B2B CFO, Murphy will focus on providing cash flow, cash management, market expansion and diversification, purchase and exit strategies, and transition management to small and mid-size businesses. Murphy is a member of the High Tech Consortium of southern New Mexico and **American Cash Flow Association**, and has previously served on a number of boards. Murphy resides in Las Cruces with his wife.

"Joining B2B CFO as partner in New Mexico was a great opportunity," Murphy said. "I am excited to bring my skills and expertise to service growing businesses in our region."



Murphy

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