

QUESTIONS FOR | GLENNA MILESON

Glenna Milesion is a partner with **B2B CFO**, which provides chief financial officer services to companies.



What is it like being a part-time CFO for hire? It is very exciting to work with owners building their businesses for their families. The family owned businesses are really the secret to economic recovery.

What kind of companies use your CFO services? I have an advertising agency. I work with a staffing agency, a broadcast company. I also have a distribution company. The sweet spot for us is companies with \$4 million to \$20 million in revenue. About the time they get to 10 to 20 employees, they start needing some infrastructure. There are certainly a lot of similar problems companies face regardless of industry.

Are more companies outsourcing CFO services because of the recession? It certainly is a cost-cutting effort companies can look at. More often, we are not seeing companies replacing a full-time CFO with a part-time CFO. Usually our clients are growing companies that need help or need to downsize and need a CFO to analyze the costs.

— GREG LAMM

