

S.A. CPA joins national CFO firm

Need a CFO but can't afford to have one on staff? B2B CFP has partnered with a San Antonio CPA to provide part-time CFO services to small and mid-sized growth oriented companies in San Antonio.

Travis Williams joins B2B CFO as the firm's sixth partner in the state of Texas. The firm, founded by Jerry L. Mills, has 134 partners in 43 states. Williams will now represent the San Antonio region.

"Joining B2B CFO as partner in San Antonio was a great opportunity and I am excited to bring my skills and expertise to service growing businesses in our region," Williams said in press statement.

Prior to joining B2B, Williams was the chief financial officer at Liberto Manage-



Williams

ment Co. Prior to that he held management positions with H-E-B and Office Depot. He brings 22 years of accounting, financial planning, forecasting and budgeting experience to the venture.

Mills founded Phoenix-based B2B in 1987. The firm serves companies with revenues under \$75 million.

Mills is the author of "The Danger Zone - Lost in the Growth Transition" and "Avoiding the Danger Zone - Business Illusions."

