



# Why Rockbridge CFO?

Rockbridge CFO is a boutique fractional CFO firm helping growth-stage businesses scale with clarity, control, and confidence. We specialize in supporting founders who are growing fast but want to avoid the costly missteps that come with financial blind spots.



With deep experience across finance, accounting, HR, and operations—especially in BPO, RPO, and service-based businesses—we bring **executive-level insight without the full-time cost.**

## Why It Works



### Deep Industry Experience

Led by Laresa McIntyre, a CFO with 15+ years' experience in growing entrepreneurial businesses alongside founders and CEOs, Rockbridge CFO brings deep operational insight and financial strategy tailored to the SMB world.



### More Than Numbers

We don't just deliver reports. We help you interpret them, challenge assumptions, and make confident decisions. From pricing strategy to hiring plans, our advice is grounded in both numbers and business realities.



### Flexible Engagements

You get the financial leadership you need, when you need it. Whether it's a few hours a month or an interim executive role, our fractional model flexes with your growth without locking you into a full-time hire too soon.



### Focus on What Matters

By streamlining your accounting and forecasting processes, we help you shift from reactive to proactive. With real visibility into your cash, margins, and metrics, you'll finally have the clarity to lead without second-guessing.

## What We Do

### Fractional CFO Services

Strategic planning, cash flow forecasting, scenario modeling, board/investor reporting, and financial leadership without the cost of a full-time hire.

### Integrated Accounting

Clean, accurate books connected directly to the metrics that drive your business.

### Financial Systems

Implementation and optimization of systems that streamline accounting, forecasting, and decision-making.

### Scaling Support

Operating models, margin analysis, and financial infrastructure to support client growth, hiring, or expansion across geographies.

**Contact Us**



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[www.rockbridgecfo.com](http://www.rockbridgecfo.com)