



# Why Rockbridge CFO?

Rockbridge CFO is a fractional CFO firm helping growth-stage businesses scale with **clarity, control, and confidence**. We partner with founders who are growing fast but want to avoid costly missteps that come from 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 scaling entrepreneurial businesses, Rockbridge CFO delivers financial strategy rooted in real operational know-how.



### More Than Numbers

We don't just deliver reports. We help you interpret them, challenge assumptions, and make confident decisions—whether it's pricing strategy, hiring plans, or funding growth.



### Flexible, Retainer-Based Engagements

Our work is built around **customizable retainer packages** that scale with your needs. You get consistent access to senior financial leadership **without the risk or cost of a full-time hire**.

## The Rockbridge 3C Framework

Every engagement is anchored in our 3C Framework:

- **Clarity** – Turn messy data into usable insight.
- **Control** – Build systems that keep cash, margins, and reporting on track.
- **Confidence** – Make decisions backed by numbers, not guesswork.



## 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

Accurate, connected books that tie directly to the metrics that drive your business.

### Financial Systems

Implementation and optimization of tools 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)