



Deborah J. Treen

Qualifications Summary

Debbie is a senior accounting and finance professional with over 30 years of experience in diverse industries such as insurance, real estate, services, and nonprofit. She has a background in both public and private companies in addition to public accounting experience, making her a versatile leader. With a focus on process improvement, systems integration, and key metrics to achieve organizational goals, she is a dynamic asset to any organization.

Professional History

CFO Selections	Consultant	2013 – Present
Smart Cremation	Chief Financial Officer	2008 – 2012
Neptune Society	Chief Financial Officer	2008
	Chief Accounting Officer	2005 – 2008
	Senior VP of Finance	2004 – 2005
Ensure Agency	Field Operations Manager	1998 – 2003
City of Bothell	Mayor	1998 – 1999
	City Council Member	1994 – 1997
American Memorial Life Insurance Co.	Assistant Controller	1990 – 1994
Safeco Insurance Company	Senior Accountant / Tax Manager	1980 – 1984
Coopers & Lybrand (Price Waterhouse Coopers)	Senior Auditor	1977 – 1980

Accomplishments

- Obtained financing for a nonprofit independent school for \$13.5m construction project using WSHFC tax exempt bonds and SWAP agreement to convert to fixed interest rate
- Developed startup company business model which was instrumental in acquiring \$20M in funding. Established scalable accounting processes incorporating best practices and technology, reducing planned overhead by over \$1M annually.
- At Smart Cremation, implemented new technologies, creating a customer friendly online purchase experience while meeting regulatory requirements; resulted in 75% of sales made online, reducing processing time by 5 days.
- Merged multiple accounting and administrative functions into shared service environment, saving \$250,000 in overhead.
- At Neptune Society, restructured and reorganized accounting processes and staff, meeting demands of a publicly traded company. Ensured compliance with industry trust regulations, GAAP and SEC requirements, and internal controls.
- Grew revenue from \$23M to \$53M and net income from \$2M to \$8M in a three year period. Successfully defended unique revenue recognition policy when challenged by the SEC, recognizing over 50% of contract value upon sale.

Education / Software

- BA Business Administration, Seattle University
- Software: QuickBooks (including QuickBooks Enterprise), Sage MAS, Salesforce, Office