

# Bobby Bluford

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## Senior Financial Professional

Broadly experienced motivational speaker and finance executive with unique blend of leadership skills, financial expertise, and technical savvy. Offer extensive finance, accounting, application development, and strategic planning experience. Bring a track record of driving profitability and enhancing culture and performance.

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## Professional Profile

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**Financial Strategy**  
**Full-cycle Accounting**

**Financial Modeling**  
**Reporting / Analysis**

**Vendor Relations**  
**Culture Driver**

**MS Excel / Access**  
**Process Development**

**Influential leader** – rally stakeholders around clear action plans / strategies and compelling visions of success.

**Fully invested partner** – serve as a trusted resource and leader during periods of aggressive growth and rapid change.

**Change agent** – challenge the status quo to transform key processes and increase operational effectiveness.

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## Professional Experience

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**Motivational Speaker, Greatness Coach** – Gilroy, CA 06/2015 – Present

Creator of the Five Steps to Greatness Achievement System. Speaker and Leader to thousands via online transformational programs, motivational talks, workshops, and leadership and self-improvement symposiums. Proven culture changer in corporate, educational, and sports team environments.

\*\* Thought Leader and Social Media Influencer (Instagram, Facebook, YouTube) **@CoachBobbyBluford**

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**Founder, Ultimate Muscle Confusion & “Coach Bobby” Brand.** – San Jose, CA 06/2013 – Present

Creation of Exercise and Wellness System called “Ultimate Muscle Confusion”. Built successful program, training general public (bootcamps), corporations (wellness programs), and professional and amateur sports teams.

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**Vice President, Finance – Printroom, Inc.** – Santa Clara, CA 12/2007 – 01/2013

Oversaw all accounting, financial procedures for venture-backed provider of online professional photography services.

- Accelerated key financial functions and increased data integrity by automating processes and introducing controls.
    - Created a cash management dashboard, which reduced processing times and facilitated decision-making.
    - Developed an application that empowered customer support personnel to quickly address customer concerns.
    - Innovated a finance dashboard to centralize key data, which improved reporting accuracy.
  - Leveraged linear regression and other advanced tools to create an Integrated Financial Model
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**CFO / Financial Controller – Jupiter Hosting, Inc.** – Santa Clara, CA 01/2004 – 09/2007

Managed all activities related to accounting, finance, and human resources, including budget development and high-level financial strategy. Prepared a broad range of executive reporting.

- Played an integral role in negotiations and valuation for acquisition by Navisite, including preparing and presenting comparative valuation models and all related due diligence prior to close of deal.
  - Improved cash flow and working capital position by significantly reducing days-sales-outstanding (DSO). Further improved capital position by negotiating and securing affordable leasing.
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**Founder / President and CEO – Team NextLevel** – San Jose, CA 04/1999 – 01/2004

Led all aspects of the self-funded start-up, from developing the corporate strategy to negotiating development deals.

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## Education

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**MBA** – Santa Clara University – Santa Clara, CA 2004

**BS, Managerial Economics** – University of California, Davis – Davis, CA 1995