

ELIZABETH ROCHA, BS, MS, DBA

CORPORATE FINANCE CONTROLLER | ACCOUNTING & FINANCIAL OPERATIONS LEADER

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EXECUTIVE SUMMARY

Corporate Finance Controller and accounting leader with 17+ years of progressive experience managing financial operations, reporting, accounting teams, and multi-entity environments. Strong expertise in U.S. GAAP, month-end and year-end close, financial statement preparation, balance sheet reconciliations, budgeting and forecasting, cash flow and liquidity management, cost analysis, internal controls, audit coordination, and financial reporting. Experienced with QuickBooks and enterprise accounting systems, financial analysis, variance analysis, process improvement, and partnering with executive and operational leaders to improve financial performance and support strategic decision-making.

CORE COMPETENCIES

Financial Reporting & U.S. GAAP • Month-End / Year-End Close • Balance Sheet Reconciliations • Budgeting & Forecasting • Financial Analysis & Variance Analysis • Cost Accounting & Job Costing • Cash Flow & Liquidity Management • Treasury & Banking Support • AP / AR / Payroll / General Ledger Oversight • Internal Controls • Audit & Regulatory Compliance • Revenue Recognition • Financial Modeling • ERP / Accounting Systems • Process Improvement • Accounting Team Leadership

PROFESSIONAL EXPERIENCE

On The Spot Management | Controller | Jan 2023–Apr 2026

- Lead accounting and tax functions, delivering accurate and timely U.S. GAAP financial reporting across monthly, quarterly, and annual close cycles.
- Own annual budgets, rolling forecasts, cash flow planning, and liquidity management to support profitability and operational decision-making.
- Lead month-end close, account reconciliations, financial statement preparation, audit coordination, and compliance activities.
- Oversee accounting processes including general ledger, accounts payable, accounts receivable, payroll, billing, and cash management.
- Develop financial analysis, variance reporting, scenario models, and cost analyses to support executive decision-making and business planning.
- Maintain and strengthen internal controls, accounting policies, and procedures to improve financial integrity, governance, and compliance.
- Drive workflow, automation, and accounting-system improvements to increase efficiency, reporting accuracy, and scalability.
- Build, mentor, and lead accounting and tax teams while establishing accountability, technical standards, and best practices.

Around the Sound | Controller | Feb 2021–Dec 2022

- Managed revenue recognition and complex billing arrangements under U.S. GAAP while improving billing accuracy and accelerating cash collections.
- Led cash management, liquidity planning, budgeting, forecasting, and working-capital analysis to support executive and operational decision-making.
- Led month-end and year-end close, including account reconciliations and preparation of audit-ready financial statements.
- Developed financial dashboards, Excel-based analyses, and variance reporting covering revenue performance, cash flow trends, and forecast accuracy.
- Partnered with operations, sales, and billing teams to resolve contract, pricing, billing, and cost issues and improve financial performance.

Bell and Futch CPA, LLC | Accountant | Jan 2016–Feb 2021

- Provided outsourced accounting, Controller, and financial advisory services to 30+ client entities across manufacturing, construction, professional services, and other industries.
- Prepared and reviewed U.S. GAAP financial statements, month-end close activities, account reconciliations, revenue recognition, payroll, and general ledger functions.
- Supported manufacturing clients with inventory accounting, cost accounting, COGS analysis, inventory and account reconciliations, and financial reporting.
- Analyzed manufacturing costs, inventory balances, COGS, margins, and operating trends to identify variances and opportunities to improve profitability.
- Performed and reviewed reconciliations supporting inventory, COGS, accounts payable, accounts receivable, and general ledger balances to ensure financial data accuracy.

- Managed multi-state tax compliance and regulatory filings while coordinating with internal tax teams and external stakeholders.
- Advised clients on internal controls and financial best practices, identifying gaps and recommending improvements to strengthen accuracy and compliance.
- Managed multiple client engagements simultaneously while meeting strict reporting, audit, tax, and regulatory deadlines.
- Led implementation and optimization of accounting and bookkeeping systems to improve reporting accuracy, efficiency, and scalability.

Abbey Road & Land Development | Job Cost Accountant | Mar 2011–Jan 2016

- Led job costing, WIP reporting, project profitability analysis, percentage-of-completion reporting, and forecasting to provide management with detailed cost and margin visibility.
- Established controls across payroll, AP, and AR to support accurate labor allocation, capitalization, and GAAP financial reporting.
- Managed revenue recognition and progress billing, including contract values, change orders, and retainage.
- Partnered with operations and project teams to analyze cost variances, improve margins, and strengthen close and reporting controls.

Mr Truck Wash | Office Manager / Human Resources | Jul 2007–Mar 2011

- Directed daily office operations, HR, payroll, AP/AR, invoicing, vendor relations, and office budgeting.
- Managed recruiting, onboarding, benefits, employee relations, timekeeping, PTO, workers' compensation, and HR compliance.
- Improved administrative processes and internal controls to increase efficiency and support business operations.

EDUCATION & PROFESSIONAL DEVELOPMENT

California Intercontinental University — Doctor of Business Entrepreneurship

Strayer University — M.S. in Accounting

Strayer University — B.S. in Accounting

Becker — Currently Reviewing for CMA

TECHNOLOGY & ADDITIONAL SKILLS

Microsoft Excel • QuickBooks • NetSuite • SAP • Sage • ADP • Paylocity • Clinical Conductor • Financial Reporting • General Ledger • Account Reconciliations • Cash Flow Forecasting • Financial Modeling • Variance Analysis • Audit Coordination • Revenue Recognition • Investor / Board Reporting