LAUREN FRAGA

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EXECUTIVE SUMMARY

Accounting Expertise • Supply Chain Management • Operational Excellence

Brings more than a decade of experience as an accounting consultant for clients spanning diverse industries—helping establish fiscal infrastructure supporting prudent P&L oversight, market entry, and burgeoning growth.

Background includes supply chain and operations director positions in the Food industry, with expertise in Non-GMO, Fair Trade, Gluten-Free and Keto categories; consistent excellence in demand planning, co-manufacturer supplier management, sourcing/procurement, inventory tracking/supply chain management, production forecasting and planning, vendor and customer relationship building, and policy/process establishment and implementation.

Hallmark of career is ability to directly or peripherally contribute to substantial business development, expansion of industry influence, process and efficiency improvements, and exponential YoY sales and revenue increases.

- **Accounting acumen:** Extensive experience and skill with broad accounting areas, from management of the general ledger and P&L, to systems and software (QuickBooks, NetSuite, etc.), AR & AP, invoicing, billing, cash and account reconciliation, state tax administration, payroll, and working with outside agencies.
- **Relationship builder**: Brings people together. Successful liaison between cross functional departments, 3rd party manufacturers, auditors, organizational leaders, client representatives and stakeholders.

PROFESSIONAL EXPERIENCE

CircleBack Bookkeeping LLC, Accounting Consultant • 2014-Present
Independent (1099) accounting consultancy specializing in broad-ranging accounting services for small businesses
Owner & Lead Consultant

Handles broad-ranging accounting responsibilities for clients, from basic bookkeeping to the General Ledger, AR/AP, invoicing, billing, account/credit card reconciliation, quarterly and yearly state tax submissions, payroll, establishment of 1099s, and management of finance systems and software, including desktop and online QuickBooks.

- Clients have spanned diverse industries, from metallurgists and fabricators to IT consulting firms. For more than a decade, has helped establish financial infrastructure, and handles A-Z accounting responsibilities, helping clients focus on day-to-day business decisions, development, and results.
- Hired by a startup food business to consult on finance and accounting practices, as well as supply chain/supplier management and demand planning as the company strategized impending launch and market entry.

Catalina Snacks, Inc, Wilmington, Delaware • 2020-2024
Producers of a popular premium line of keto-friendly, vegan, low-carb cereals, sandwich cookies, and related items
Director of Supply Chain

Initially handled accounting, finance/P&L, procurement strategy, product planning and production forecasting, 3P partner oversight and relationship management, customer and vendor relations, marketing/branding, cost negotiation, budget management, risk management, etc.; narrowed focus to demand planning and co-manufacturer relationship management—as company expanded and staffed-up. Managed inventory for in-stock/order fulfillment spanning Retail, Direct-to-Consumer, and Omnichannel markets; all Co-Mans and 3PLs for company-owned materials.

- Sharpened accounting infrastructure and P&L management to support expansion during a phase of critical business growth for the company.
- Oversaw Demand Planning for new and existing products, liaising with Product Management, Sales Management, and Finance areas to develop and implement prudent product demand planning strategies and seasonal demand forecasts commensurate with company goals.
- Assertively managed the RM supply chain from advent of Covid through mid-'22 with zero out-of-stocks across any of company's three product categories, helping customers fill empty shelf space at a moment's notice while competitors struggled heavily; key to Catalina's ability to achieve triple-digit growth 2020 and 2021. Has consistently achieved 99.2 to 99.5% fill rates with all enterprise customers despite Covid challenges.

PROFESSIONAL EXPERIENCE *Continued*

Catalina Snacks, Inc, Wilmington, Delaware • 2020-2024
Director of Supply Chain *Continued*

- Co-Manufacturing Supplier Management responsibilities have included operating as key liaison between seven external suppliers and internal company Planning, Procurement, Quality, and R&D areas. Responsible for ensuring to Production schedule and company determined WOH (weeks on hand) goals are consistently met for all finished and WIP items produced via Co-Mans.

Suji's Korean Cuisine, Seattle, Washington • 2019
Producers of a premium line of Korean BBQ, meals, and sauces you can enjoy in the comfort of your own home
Operations Manager

Developed/implemented margin-based reporting and analytics reflecting projected and actual costs. Responsible for margins and EBIDTA, and reducing shrinkage across new and existing product lines to ensure 90%+ of orders were processed, shipped, and delivered on time. Partnered with finance to analyze risk exposures; supply chain to worksheet.

- Shored-up COGS management on the operations side, working closely with accounting/P&L to ensure pricing strategies aligned with competitive and margin attainment objectives.
- Managed end-to-end product development lifecycles and GTM processes with product, production, and finance.
- Established cogent S&OP processes, created raw materials breakdown data, and maintained raw materials inventories to ultimately improve margins.

Lily's Sweets, King of Prussia, Pennsylvania • 2013-2018
Socially-conscious creators of delicious, gluten-free, Non-GMO, fair-trade and Stevia-sweetened chocolate candy products
Director of Operations

Managed company operations and accounting/P&L with direct or peripheral influence over every aspect impacting the business. This included procurement strategy and raw materials purchasing, product planning and production forecasting, 3P co-manufacturer oversight and relationship management, and at least a half dozen other key areas.

- Handled accounting responsibilities throughout tenure, including payroll, preparation of 1099s for contractors, finance, P&L, cash flow, production-run planning, and preparation of books for the accounting firm.
- Interfaced with vendors and 3P manufacturing partner to ideate, develop, and communicate a 3-year product planning and production forecasting roadmap—realizing remarkable improvements to supply chain and inventory management, and skyrocketing the fill-rate to an astounding 99.5%.
- Liaison with auditors and managed company's auditing SOPs for Non-GMO, Gluten-Free, Kosher and Fair Trade; also helped oversee co-manufacturer's audits for gluten-free compliance.
- Integral contributor to multi-million dollar sales revenue expansions—a 13-fold increase.

PRIOR: MERCHANT/STORE SUPERVISOR, TRADER JOES, WASHINGTON, CALIFORNIA & MASSACHUSETTS; BUYER/PLANNER, R.W. GARCIA & CO., SAN JOSE, CALIFORNIA; ASST. PASTRY CHEF, RESTAURANT ASSOCIATES AT MOFA, BOSTON, MASSACHUSETTS

EDUCATION, CERTIFICATION, LANGUAGE SKILLS & EXPERTISE AREAS

Bachelor of Arts, French Studies, *University of California Santa Cruz, Santa Cruz, California*
Study Abroad Program, *Bordeaux, France*

Certificate of Accountancy • **Accounting Fraud Certification**, *North Seattle College, Seattle, Washington*

Certified Bookkeeper (CB), *The American Institute of Professional Bookkeepers (AIPB)*

Proficient in **French** and **Spanish**

accounting, bookkeeping, profit & loss, accounts receivable, accounts payable, account reconciliation, general ledger, billing, invoicing, tax preparation, state & payroll taxes, financial compliance, strategic planning, vendor relationships, strategic procurement, supplier partnerships, shrink mitigation, supply chain logistics, process improvement, operations management, strategic leadership, establishing policies and procedures, relationship building, budget management, financial planning & management, team building, 3rd party manufacturing, cross-functional collaboration, pricing strategy