



Chandra McCormack

Chandra.McCormack@Outlook.com | Dallas, Texas | +1-214-406-3058

Chandra McCormack is a Chief Financial Officer (CFO, financial expert) and growth strategist with 30 years stewarding companies to professionalize, transform, and transact. She has extensive public company SEC experience in the CPG sector, plus IFRS experience in the transportation and family entertainment sectors. She led Finance for a rapidly growing PE-owned company in the food broker (SMA) space and serves as a Board Member for PE-owned Premium Natural Food Holdings, while serving also as an Advisory Board member for OptimEyes.AI, an innovator in cyber security, ESG and data privacy. Chandra has led integrations and financial management in many countries and is well-traveled having lived in the US, India, and Belgium. She is actively seeking board roles that utilize her considerable insight, oversight and foresight drawn from business cycles, strategy, and the boardroom.

As a P&L owner, Chandra is known for doubling revenue while more than doubling EBITDA plus margin expansion, through M&A and organic growth in public and private equity-backed companies. At Acosta SMA, a global company with 30K employees and four PE sponsors, Chandra led Finance as the first CFO after fresh start, resulting in turnaround as the company strategically took share with four accretive acquisitions in foodservice, grocery SMA, and assisted selling and training (AS&T). Chandra led modeling and diligence, voting in M&A committee/deal review while influencing negotiation, including the addition of digital shelf management offerings to 2K CPG clients with Retailer.com and Amazon.com during COVID, coinciding with dramatic increases in online grocery sales. In her role, Chandra participated in numerous Board meetings, instilled sound governance, strategic planning, treasury, and system design for moving from 100 systems to ten, incorporating SAAS, AI, cyber and cloud solutions. She has sold three companies to private equity, led supply chain/procurement, expanded mid-market companies to multi-state, and held positions in management consulting and retail banking.

Prior to Acosta, Chandra served as a financial executive in CPG with Dean Foods Company (NYSE: DF) while the global public company grew from \$200M to \$12B. At Dean, Chandra was actively involved for eight years with Wall Street reporting, earnings guidance, SEC and treasury, analyst Q&A, spin offs (S-1) and mergers for the Fortune 250 company. During her last five years, Chandra served as the Finance leader for Dean's \$900M ice cream business, owning the P&L with the COO, and conducting plant and formula simplification, while optimizing distribution for direct store delivery (DSD) and warehouse channels. Her logistics and supply chain experience translated to Greyhound Lines, where route, bus age, load factor and dynamic pricing drove strategy and margin enhancements.

Chandra is a licensed Certified Public Accountant (CPA) and earned her MBA (with an emphasis in IT) from Univ of Texas, Arlington. She is NACD certified and was named in 50 Women to Watch by 50/50 Women on Boards 2023. She has also been honored as CFO of the Year from the Dallas Business Journal, Top Women in Grocery 2021 Executive from Progressive Grocer, National and Tx Diversity Council, and 2021, 2022 D CEO Dallas 500.

Company Structures:

- Public Company
- Private Equity
- International Division
- Partnership

Industry Experience:

- Consumer Goods (CPG)
- Retail Sales (SMA)
- Foodservice
- Interactive Marketing
- Transportation
- Entertainment Restaurant/Retail
- Retail Banking

Corporate Advisory

Board Experience:

- Nat'l Prem Food Holdings (2023-present)
- OptimEyes.AI (2023-present)
- Landes Foods (2012-2013)

Other Governance:

- NACD Certified Director
- Youth with Faces

Functional Experience:

- Financial Expert (SOX)
- Finance
- M&A
- Strategy
- Investor Relations
- Accounting
- Tax
- Technology/IT
- Cyber Security
- SAAS Cloud
- Risk Oversight
- Internal Audit
- Supply Chain
- HR/Unions
- Investments
- Treasury
- Real Estate

Career Chronology

Company	Ownership	Role	Dates
Channel Advisory	Self-Employed	Principal	2023-present
Acosta, Inc	Private Equity	CFO	2020-2022
Greyhound Lines, Division of First Group plc	UK Public	CFO	2017-2020
Main Event Entertainment, Division of Ardent Leisure Group	Australia Public	CFO	2015-2017
Niagara Conservation Corporation	Private	CFO	2013-2014
Advanced Beauty, Inc	Private	CFO	2012-2013
Dean Foods Company	US Public	VP, Finance	1999-2012
Deloitte	LLC	Sr. Consultant	1998-1999
Oscar L. Barr Ken Green CPAs	Private	Compilation & Tax	1995-1997
Self Employed/International Travel	NA	Various	1991-1995
Bank of the West	Private	Compliance Officer	1986-1991