HEATHER FORD

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# EXECUTIVE SUMMARY

Accomplished Chief Financial Officer with over two decades of experience driving financial strategy, operational excellence, and sustainable growth. Proven track record in scaling businesses, leading cross-functional teams, and implementing robust financial systems. Recognized for strategic leadership, commitment to diversity, and community engagement.

# PROFESSIONAL EXPERIENCE

**Power Design, Inc, St Petersburg, FL**

Chief Financial Officer | 2017 – Present  
Director of Accounting | 2013 – 2017

Manager of Financial Planning, Reporting & Analysis | 2012 – 2013

Senior Accountant | 2011 – 2012

* Led the company’s organic growth from $115M to $1.2B in revenue and expanded the workforce from 300 to nearly 2,800 employees.
* Implemented comprehensive budgeting, forecasting, and reporting systems.
* Spearheaded diversification strategies across new geographic markets, industry sectors, and project scopes.
* Strengthened corporate governance and risk management structures.
* Aligned financial strategy with long-term organizational objectives.

**Ford & Associates, PA, Tampa, FL**

Principal | 2003 – 2011

* Managed a successful independent practice delivering full-service tax, payroll and accounting services to individuals and small businesses.
* Designed financial solutions tailored to client needs and regulatory standards.

**Arthur Andersen, Tampa, FL**

Auditor | 1999 – 2001

* Conducted financial audits across diverse industries, including hospitality and healthcare.
* Delivered insights to improve reporting accuracy and internal controls.

# EDUCATION

Master of Accounting, University of South Florida, 1999

Bachelor of Science in Accounting, University of South Florida, 1997

# CERTIFICATIONS

Certified Public Accountant (CPA), Florida | 2000 – Present

# BOARD & COMMUNITY INVOLVEMENT

Habitat for Humanity Tampa Bay Gulfside

* Board Chair | 2023 – Present
* Board Treasurer | 2019 – 2023

American Cancer Society Southwest Area Board

* Vice Chair | 2025 – Present
* Board Member | 2019 – 2025

Florida Institute of CFOs

* Advisory Board Member | 2019 – 2025
* Member | 2025 – Present

Construction Financial Management Association

* Member | 2017 – Present
* Specialty Trade Committee Member | 2018 - 2020

# AWARDS & RECOGNITIONS

* CFO of the Year Honoree, Tampa Bay Business Journal, 2019
* Apogee Award Winner, Tampa Bay Business & Wealth Magazone, 2023

# SPEAKING ENGAGEMENTS

* Panelist, Women in Construction Week, Power Design Inc | 2021 & 2025
* Roundtable Participant, CFO Pulse: Deciphering Economic Patterns, Florida Institute of CFOs Summit | 2024
* Panelist, Future Workforce Models, Florida Institute of CFOs Summit | 2021
* Panelist, High-Tech & Manufacturing, Enterprise Florida | 2019
* Table Coach, Women’s Leadership Conference, EY Power Up | 2019
* Panelist, Executive Roundtable, CFMA | 2018