

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 Magazine, 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