



BOTTOMLINE

GROWTH STRATEGIES

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FOR IMMEDIATE RELEASE

New CFO Guide Brings Track Record of Success

to the BottomLine Team

BottomLine Growth Strategies is pleased to announce the addition of Gordon Rothrock, CPA, MBA, to its roster of experienced, high-level CFO advisors working under the guidance of CEO/Founder Carol Coughlin to assist organizations in navigating the road to success.

As the newest member of the BottomLine team, Gordon will provide hands-on CFO support in achieving clients' financial strategy objectives, including: improving profitability; establishing necessary controls; overcoming obstacles to growth; as well as preparing for successful mergers and acquisitions.

Gordon's previous experience working for fast-growing companies, including two firms undergoing large-scale corporate turnarounds and a Fortune 150 manufacturing entity, has given him the passion and in-depth knowledge to seamlessly create a financial infrastructure capable of supporting growth in both the top and bottom lines. Additionally, his broad range of industry expertise includes healthcare, not-for-profit, manufacturing/distribution and more.

In past positions, Gordon was charged with countless challenging and high-profile projects from taking the lead finance role during a global restructuring of manufacturing operations in Europe and the U.S. (an effort that resulted in annual savings of \$3.5 million) to reducing overall insurance costs at a distribution company by 15%.

Gordon also will also join BottomLine's cadre of CFOs who lend their time and experience to the Baltimore/Washington community's cause-related efforts through his ongoing volunteer work with Bethesda Cares – a homeless outreach organization where he serves as editor for the grant application process and interviewer in the canvassing campaign to identify medically vulnerable individuals living on the streets.

BottomLine continually seeks out those CFOs who demonstrate a proven track record, real-world experience and a deep desire to provide area organizations with the same level of financial strategy guidance usually reserved for large corporations.

To learn more about the wide range of expertise our exceptional team of CFO Guides can bring to your table, visit us at www.bottomline-growth.com.

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