BRIAN MOORE, CPA, CMA, MBA

Fairhope, AL | 251-600-9678 | brian@scaleresourcegroup.com | LinkedIn

FINANCIAL OPERATIONS | BUSINESS INTELLIGENCE | STRATEGY AND GROWTH READINESS

EXECUTIVE PROFILE

Finance and business executive with Big Four assurance, public-company reporting, corporate controllership, CFO leadership, treasury, forecasting, M&A, operations, and business development experience. Connects financial information to decisions on cash, margin, pricing, capacity, investment, controls, technology, and growth.

LEADERSHIP RANGE

- Financial Operations and Controllership
- Business Intelligence and Executive Reporting
- Forecasting, Cash Flow, and Long-Range Planning
- Process, Systems, Controls, and Automation
- Business Strategy and Operating Model Design
- Pricing, Positioning, and Go-to-Market Development
- M&A Diligence and Post-Acquisition Integration
- Sales, Relationship Development, and Executive Communication

SCALE RESOURCE GROUP | A CAREER-BUILT BUSINESS PLATFORM

FOUNDER AND MANAGING PARTNER

Scale Resource Group turns career experience in finance, operations, cash management, systems, business strategy, and executive decision support into practical solutions for owner-led, multi-location, multi-service, and growth-oriented businesses.

www.scaleresourcegroup.com

- Created SRG's market position, brand strategy, service architecture, audience criteria, messaging, and relationship-led business development approach.
- Designed SRG's pricing, assessments, proposals, delivery model, and implementation framework.
- Built the strategic, financial, and operating foundation for the startup.
- Converted career experience into repeatable Financial Operations, Business Intelligence, Planning, Automation, and Transaction Readiness services.
- Created SRG's website, marketing platform, prospecting and industry strategy, branded materials, operating templates, technology stack, and human-reviewed AI workflows.
- Positioned SRG to strengthen finance infrastructure and connect accounting to pricing, margin, cash, labor, capacity, and ownership decisions.

SCALE PLATFORM | FOUNDER AND MANAGING DIRECTOR

Scale Resource Group | Scale Development Group | Scale Music

- Created an integrated platform connecting financial leadership, strategic real estate, education, and community engagement.
- Lead platform strategy, governance, capital planning, brand architecture, property redevelopment coordination, and consolidated performance visibility.
- Shape Scale Development Group as the real estate steward and Scale Music as the education and creative platform.

PROFESSIONAL EXPERIENCE

Corporate Controller

Armada Parent, Inc. | *Spanish Fort, AL | Jan 2023-Nov 2025*

- Directed finance and accounting for a mid-sized, multi-entity portfolio company of a global private equity and alternative asset manager.
- Directed treasury and daily liquidity, including cash-flow forecasting, cash positioning, payables prioritization, funding decisions, and lender relationships.
- Led consolidated financial reporting and analysis, Board and lender reporting, budgeting, forecasting, WIP analysis, and cashflow and financial modeling.

Armada Cont.

- Oversaw subsidiary controllers, operating-company accounting teams, and parent-company treasury and accounting resources.
- Implemented reporting and expense management technologies that improved management visibility, workflow discipline, and approval controls. Reduced month-end close from more than 45 days to 8 business days.
- Supported strategic add-on acquisitions in adjacent services through diligence, legal-document review, seller coordination, integration planning, and post-acquisition execution.

Chief Financial Officer

Synergy Laboratories, Inc. *| Mobile, AL | Sep 2020-Aug 2022*

Served as contract CFO, preparing the company for a potential equity transaction.

- Built scalable controls across accounting, payables, purchasing, inventory, and CRM implementation.
- Prepared audit-ready financial statements and coordinated company and shareholder tax compliance.

Senior Manager of Financial Reporting

Computer Programs & Systems, Inc. (CPSI, NASDAQ: CPSI) | Mobile, *AL | 2015-2020*

- Prepared and filed Forms 10-Q and 10-K and managed SEC reporting while reporting to the CFO.
- Led monthly operating reviews with CPSI subsidiary leadership, including Trubridge, to evaluate performance drivers, operating trends, strategic initiatives, and improvement opportunities.
- Delivered service-line and business-unit insights that identify margin opportunities, strengthened targeted expense controls, and improved operating decisions.
- Built and maintained the Company's five-year forecast and annual Board budget.
- Implemented and enhanced two enterprise financial-reporting platforms, improving efficiency, data access, management visibility, and decision support.
- Used Workiva for SEC reporting workflow, validation, collaboration, and filing submissions.
- Supported enterprise sell-side diligence, strategic acquisitions, integration, SOX compliance, ASC 606, ASC 842, goodwill impairment analysis, and technical accounting.

Controller

CentraLite Systems, Inc. *| Mobile, AL | 2014-2015*

- Directed accounting, payables, inventory, monthly close, and annual close.
- Developed controls and GAAP schedules, supported PCAOB audits and R&D credits, and implemented retail EDI procedures.

Public Accounting | Assurance, Financial Reporting, and Tax

PricewaterhouseCoopers LLP (PwC); Crow Shields Bailey, PC | Mobile, *AL | 2010-2014*

- Built a Big Four assurance foundation at PwC serving public, private, and governmental clients, including SEC and SOX work.
- Applied GAAP across complex reporting areas and earned an outstanding performance rating as an in-charge senior.
- At Crow Shields Bailey, performed audit, financial reporting, tax, research, and planning work across industries.
- Ranked among the firm's highest performers for billable hours, efficiency, and billings.

Business Development, Sales, and Operations Roles

T-Mobile USA; Pesco, Inc.; SCP Distributors / Superior Pool Products | Alabama *| 2003-2009*

- Built executive relationships, produced executive summaries, collaborated with technical teams, and developed ROI analyses.
- Completed Miller Heiman Strategic and Conceptual Selling training; gained experience in sales, leasing, operations, and management development.

EDUCATION AND CREDENTIALS

Master of Business Administration and Accounting Equivalency | University of Alabama at Birmingham | 2010 | Presidential Honors; Dean's List; Golden Key; scholarship recipient

Bachelor of Science in Business Administration | The University of Alabama | 2002 | Consumer Behavior / Marketing

Credentials: Certified Public Accountant (Alabama) • Certified Management Accountant • Certified Internal Auditor (Inactive) • Certified Valuation Analyst (Inactive)

COMMUNITY LEADERSHIP

JDRF International / Alabama Chapter | Board of Directors, 2014-2019; South Alabama Walk for a Cure organizer