

# Biography of Darrell B Howell

Business Consultant

Nashville, TN, USA



Darrell B Howell is an accomplished Chief Financial Officer (CFO) with more than 20 years of experience leading financial operations and promoting business growth across various industries. Known for his results-oriented approach, he has successfully spearheaded financial transformations, improved profitability, and driven operational efficiency throughout his career. His strategic insight has led to the expansion of businesses from single-location entities to multi-million-dollar operations, making him a highly sought-after financial leader.

## Proven Financial Leadership Across Diverse Industries

Darrell's expertise in financial leadership is extensive, spanning multiple sectors such as construction, real estate, technology, service franchises, and roofing. With his ability to oversee all aspects of corporate finance, including financial planning and analysis (FP&A), budgeting, forecasting, cash flow management, and financial reporting, he has consistently delivered results. His dedication to providing sound financial oversight has earned him a reputation for being able to navigate complex financial landscapes with precision, ensuring that businesses under his leadership remain financially healthy and positioned for growth.

## Mastering Process Improvement for Operational Efficiency

Throughout his career, Howell has demonstrated a strong proficiency in process improvement. His ability to streamline financial operations has had a transformative effect on the companies he has worked for. By implementing robust internal controls and leveraging technology to automate and enhance efficiency, he has not only saved businesses time and money but also improved accuracy and compliance. At Kenco Distributors & Entities, he was instrumental in optimizing financial processes, leading to smoother operations and strengthening auditor relationships. His process-driven approach has been vital in driving operational success.



## Strategic Thinking and Business Acumen

Strategic thinking is one of his most vital attributes, as Darrell possesses a sharp analytical mindset that allows him to foresee market trends and the impact of financial decisions on business performance. Whether it's expanding offerings at Bluebird Roofing, where he helped increase annual target revenue from \$28M to \$40M or implementing a stock equity program for a Fortune 500 company, he's business understanding and ability to think ahead have been vital to his success. His strategic leadership enables businesses to seize opportunities while minimizing risk, creating a sustainable path to long-term growth.

## Building and Leading High-Performing Finance Teams

Beyond Darrell's technical expertise, he excels at team leadership. He is a firm believer in the importance of building and motivating high-performing finance teams that can rise to any challenge. His leadership style is collaborative and supportive, empowering team members to develop their skills and contribute to the company's success. His ability to foster a positive work environment has resulted in cohesive teams that consistently achieve organizational goals. His focus on mentorship ensures that his teams are not only efficient but also continually improving, which is critical in the ever-evolving world of finance.

## Career Highlights: Key Achievements in Finance

Throughout his career, Darrell Howell has achieved numerous notable successes. Among them is the expansion of a Pizza Hut franchise from a single location to ten across three states, resulting in substantial sales growth and an increased market presence. He also led a major financial transformation at Bluebird Roofing, establishing a commercial division that contributed to a significant revenue increase in just one year. Additionally, his implementation of a stock equity program for a Fortune 500 company demonstrates his ability to handle complex financial projects on a large scale, further solidifying his standing as an exceptional CFO.



## Educational Background and Lifelong Learning

Darrell's educational journey laid the foundation for his successful career in finance. After completing high school, he pursued a variety of business courses before focusing on accounting and management. He earned his Bachelor of Science degrees in both Accounting and Management from the University of North Alabama in 1989. His time at the university holds special significance for him, as it was where he met his wife, who became the love of his life. They married in June 1990 and have since built a wonderful life together with their two children. He later completed his Master of Business Administration (MBA) in Accounting from Middle Tennessee State University, further enhancing his financial expertise and leadership capabilities.

## Commitment to Philanthropy and Community Involvement

In addition to his professional accomplishments, Howell is deeply committed to philanthropy and community service. Faith plays a central role in his life, and he actively serves as the treasurer for Donelson First Baptist Church. His volunteer work continues beyond there. Every Thanksgiving, he and his family participate in Gobble Gobble Give, ensuring that everyone in their local community has the opportunity to enjoy the holiday. Through his actions, he has instilled the importance of giving back to his children, creating a legacy of generosity that spans generations. His involvement in the community is a testament to his belief in helping others and making a positive impact.





## Personal Life: Family, Sports, and a Love for Travel

Darrell B Howell's personal life is defined by his love for family, sports, and exploration. He treasures the time he spends with his wife and children, whether it's volunteering together or enjoying leisure activities. A passionate sports enthusiast since childhood, he remains dedicated to maintaining his physical health. He enjoys playing golf with friends and family and regularly attends Tennessee Volunteers football and basketball games, especially when he can return to Knoxville for a game. Travel is another passion of his, as he believes that experiencing new cultures and perspectives enriches life. Whether it's a weekend getaway or an international trip, he cherishes every opportunity to explore new places with his family and is always eager for the next adventure.

Through Howell's exceptional career, community involvement, and dedication to his family, he embodies the values of leadership, integrity, and generosity. His professional achievements and personal commitments make him a well-rounded individual who continues to inspire others both inside and outside the world of finance.

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## WORK EXPERIENCE

### Bluebird Roofing

#### Chief Financial Officer

Hired at roofing company after demonstrating competencies as interim chief financial officer for company in previous role, tasked with supervising team of 5 accounting and financial professionals while guiding supplement claim team, IT professionals, and human resources team. Execute cash flow management, risks, FP&A, and financial audit for organization with approximately 100 employees and subcontractors.

- Grew annual target from \$28M in 2023 to \$40M in 2024 by transitioning from insurance-driven business to one with expanded offerings, including retail, windows, and siding, while establishing commercial division and controlling costs.
- Designed and automated profitability report to improve P&L and drive informed decisions.

Business Analysis and Metrics, Profitability & Productivity and +24 skills

December 2023 - Present Mount Juliet, Tennessee, United States

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### CLA (CliftonLarsonAllen)

#### CLA CAST Engagement Director

Served as business strategist and financial consultant to diverse Fortune 500 clients in real estate, technology, and service franchise companies to optimize financial workflows and drive business health. Managed comprehensive financial operations, including financial analysis, forecasting, cash management, business evaluations, and key performance metric and benchmark reporting.

- Led 10-K reporting processes for annual SEC filing for key client, collaborating with corporate controller and director of finance to conduct timely and precise aggregation of financial statements.
- Pioneered vendor database cleanup for AP functions for industry-leading franchise, turning around challenged system implementation by enhancing verification processes for accuracy of thousands of pieces of data.

Business Analysis and Metrics, Strategy Implementation and +20 skills

August 2021 - December 2023 Nashville, Tennessee, United States

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### The Workman Company And Entities

#### Corporate Controller

Directed corporate finance and accounting functions for 3 companies in construction and real estate industries while leading team of 8 in executing administration,

accounts payable, payroll, and accounts receivable. Controlled \$40M in budgets, partnered with senior executives to execute projects, and analyzed aging accounts. Resolved disputes, defined strategies and vision, oversaw collections, drafted accurate financial statements, and reconciled accounts.

- Led annual internal audit functions while improving relationships with auditors; updated processes, increased efficiency, and ensured processes were accurate and operational.

- Analyzed and interpreted financial data to understand company financial status; provided financial advice and recommendations on current and future strategies.

Business Analysis and Metrics, Strategy Implementation and +17 skills

2018 - August 2021 | Nashville, Tennessee, United States

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## **PERITIA ACCOUNTING**

### **Consultant & Owner**

Provided virtual CFO, controller, and bookkeeping services, such as accounts receivable, accounts payable, reconciliation, and financial statement preparation. Offered in-depth analysis of businesses, forecasts, key performance reports, benchmark reports, financial analysis, cash management, and business reviews.

- Invited for permanent position with Kenco Distributors & Entities due to successful financial outcomes for clients.

Strategy Implementation, Organizational Vision and +18 skills

2015 - 2018 | Nashville, Tennessee, United States

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## **Pizza Hut**

### **Chief Financial Officer**

Supervised 120 employees with 13 direct reports in all daily functions. Served as thought leader to define company mission, vision, and strategic direction while delivering key departmental functions, including accounting, finance, human resources, marketing, and administration. Owned full P&L. Guided business direction through strategic plans, analyzed financial performance, created cash flow models, and designed operating forecasts and capital and annual budgets.

- Expanded from startup franchise location to 10 across 3 states with sales growth from \$500K to more than \$7M.

- Lowered labor, food, and overhead costs by 20% while increasing cash flow and profitability with streamlined efficiencies.

2003 - 2015 | Nashville, Tennessee, United States

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EDUCATION

**Middle Tennessee State University (MTSU)**

Master of Business Administration, Accounting  
Tennessee, United States

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**University Of North Alabama**

Bachelor of Science, Accounting & Bachelor of Science, Management  
Alabama, United States