



DAYLE CRANE

CHIEF FINANCIAL
OFFICER

 @dayle-crane/

BIOGRAPHY

Dayle is a results driven, strategic CFO with over 20 years of finance expertise in professional services, consulting, and software industries.

Dayle has a talent for driving continuous profitable growth by integrating financial data with strategic innovation. Dayle most recently served as CFO at Merkle, managing nearly half of the company's \$1B+ in revenue. Prior to that, Dayle led DEG through its acquisition and integration into Merkle as SVP and Managing Director of Finance.

INDUSTRY EXPERIENCE

- Professional Services
- Consulting Services
- System Implementation
- Advertising & Marketing Services
- Software (SAAS)

SKILLS

- FP&A - Forecasting, Planning & Analysis
- Commercial Finance
- Strategic Planning (Business, Finance & Pricing)
- Mergers & Acquisitions
- Finance IT & Transformation/Integration
- Financial & Risk Management
- Profitable Growth
- Coaching & Mentoring

EDUCATION

- B.S. Business Administration in Finance, Avila University