



VICKI DEMEL

CHIEF FINANCIAL
OFFICER

 @vicki-demel/

BIOGRAPHY

With over 25 years of finance and accounting experience, Vicki is a strategic and accomplished finance leader who has driven financial and operational excellence across public companies, private enterprises, and nonprofits. She has held SVP Finance, VP Finance, and Controller roles on executive leadership teams, with a proven ability to build high-performing teams, implement scalable systems, and partner cross-functionally to accelerate growth.

Throughout her career, Vicki has specialized in supporting small to mid-sized businesses through data-driven decision-making that improves profitability. She has led ERP implementations, performed acquisition due diligence, and implemented process improvements that enable efficient scaling, as well as developed operational and cash forecasting models in environments where none previously existed.

INDUSTRY EXPERIENCE

- Construction
- Nonprofit
- Retail
- Real Estate
- Equipment Dealers

SKILLS

- Financial Reporting
- Budgeting and Forecasting
- Financial and Risk Management
- Growth and Profitability Planning
- Process Improvements
- Cash Flow Modeling
- Leadership Coaching and Mentoring

EDUCATION

- B.S. in Accounting, Baker University
- Certified Public Accountant (CPA)