

B2B CFO expands in area

STATE COLLEGE – B2B CFO has announced its expansion in central Pennsylvania with the addition of Steve Koval as partner.

Koval joins B2B CFO after a 32-year successful corporate career in executive financial and IT management. He is the 12th B2B CFO partner in Pennsylvania providing CFO services to local business owners.

With more than 200 partners across the country, B2B CFO is the nation's largest CFO services firm. The "1099 CFO" role is a hallmark of the firm that provides services exclusively to emerging and mid-market companies. Koval joined B2B CFO as a partner in November 2012. Koval's clients benefit from his combination of executive finance, IT and consulting experience supported by the depth of resources provided by the national firm. Koval is currently working with a diverse group of clients in Pennsylvania.

Prior to joining B2B CFO, Koval served in several key senior financial and IT oriented positions at various organizations in both the public and private sectors. He has a background working with owners of many small and medium sized businesses from \$1 million to \$140 million in sales. Koval's previous experience includes telecommunications and cable TV, broadcasting and media, e-commerce and Internet technology, retail and wholesale distribution, banking and professional services.

"We welcome Steve to the B2B CFO Partnership. In many ways he represents a snapshot of the organization: business experience and an entrepreneurial outlook, with deep roots in finance and strong connections in the community," said Jerry L. Mills, founder of B2B CFO.

In his role as B2B CFO partner, Koval offers business owners of privately held growth-oriented businesses the opportunity to have an affordable trusted business advisor. Unlike a contract controller or interim CFO, a B2B CFO partner works to create a long-term professional relationship to help the company grow its profitability and cash flow.

"Central Pennsylvania has an abundance of entrepreneurial companies with owners that are passionate about their products," said Koval. "Like most business owners they are faced with financial challenges in this economy to increase cash, profitability, sales and company value. I'm proud to provide services to the business leaders of central Pennsylvania that creates financial and goal clarity to allow them to continue to expand in all areas of business, following our corporate motto of 'Cash-We Help You Get It.'"

For the business owner, Koval brings a unique business perspective having served as a CFO, vice president of finance and vice president of information technology, as well as beginning his career with Ernst and Young, a Big Four International public accounting firm. His previous roles have provided him with the unique experience of really knowing and understanding the needs of a business owner helping them to improve their cash flow, sales and profitability as their organization expands.

Koval earned his Bachelor's of Science Degree in the Accounting Honors Program from Penn State University and also attended Loyola College of Maryland to pursue his Masters of Science Degree in Finance. He is a Certified Public Accountant and a member of the Chamber of Business and Industry of Centre County, as well as the Blair County Chamber of Commerce and Greater Johnstown/Cambria County Chamber of Commerce.

Koval has lived in the State College area for over 25 years and enjoys hiking, tennis and golf, as well as entertaining his family and friends on his pontoon boat nearby at Lake Raystown.

