

# James G. Bay, CPA

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## PROFESSOR, SENIOR FINANCE AND ACCOUNTING EXECUTIVE

**Customer Focused – Control Oriented – Profit Driven – Strategic Thinking**

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Results-oriented Professor, Controller and Chief Accounting Officer with both hands-on and strategic management experience in all aspects of finance and accounting. Strengths include implementation and management of finance shared service centers, creating a positive work environment and driving down costs. Successfully designed and implemented finance controls in Asia, Europe, North and South America, winning support and buy-in across all levels of management

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### Accounting, Finance and leadership Skills

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- Problem Solving
  - Business planning and financial analysis
  - Process and control administration
  - Staffing and people management
  - Teaching and curriculum development
  - Accounting and GAAP research
  - Systems development and integration
  - P&L focused
  - Written and oral communication
  - Author
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### Technical Skills

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- Excel (Advanced)
  - MS Access (Advanced)
  - PowerPoint (Intermediate)
  - Word (Intermediate)
  - Java (Intermediate)
  - Business Process Reengineering (Advanced)
  - Financial Modeling (Advanced)
  - Python (Intermediate)
  - Visual Basic (Advanced)
  - Visual Basic for Application (Advanced)
  - Power BI (Advanced)
  - Tableau (Advanced)
  - SQL (Intermediate)
  - Desktop Publishing (Intermediate)
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### Professional Experience

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#### University of Utah

2012 – Present

Accounting and Finance Assistant Professor – Salt Lake City, UT

Teaching, or have taught, the following courses:

- Acctg 6400 Advanced Excel
- Acctg 6045 Visual Basic for Applications (VBA)
- Acctg 6520 IT risks and controls
- Acctg 5150 Data Analytics
- Acctg 6045 VBA for Accountants
- Finan 6040 Adv. Excel for finance professionals
- Finan 6045 Visual Basic for Applications (VBA)
- Finan 4020 Excel for the finance professional
- Acctg 5410 AIS (2013-2020)
- Acctg 6400 Adv. Excel and MS Access (2012-2016)

Accomplishments:

- Successfully developed and implemented the following new courses for the University of Utah
  - “Advanced Excel and Access for the Accounting Professional”
  - “Data Analytics”
  - “Excel Visual Basic for Applications”
- Coauthored an electronic book called the Electronic Systems Understanding Aid, publication date: 2020 ISBN: 978-0- 912503-74-5.
- Represent the University of Utah by making presentations at AIS Educators conferences including Tips and Tricks using Excel, little known tools in Excel and how to enhance Accounting Information Systems courses using the Systems Understanding Aid.

## Accomplishments (Continued):

- Developed several cases and projects for my courses including:
  - Business Process reengineering: Students visit businesses in the community to reengineer a process.
  - Auditing with Excel: Using Excel tools to perform an audit.
  - Smith's Personal Financial Planner: Use Excel to balance a portfolio and plan the retirement of a young couple.
  - Jamie's Trucking Company: Students use Tableau to help a small trucking company identify why it is losing money and make recommendations to make it profitable.
  - Audit ABC Company using Python: Students use Python to audit the AR section of a large Shipping Company.

**DrivingSales**

Industry's leading resource for automotive dealership professionals to obtain actionable insight, education and connections to advance their careers and grow their businesses. 2011-2020

Chief Financial Officer – Salt Lake City Utah

Developed an advanced five-year planning, valuation and cash flow model that allowed the company to determine capital requirements and source additional capital.

**Ports America Consultant** 2011 - 2012

On retainer to provide consulting services

**Ports America** 2005 - 2011

The largest stevedoring and terminal operator in the United States with approximately 1.6 billion in annual sales

Chief Accounting Officer, Sr Vice President and Corporate Controller – Phoenix AZ

Responsible for company-wide financial reporting, accounting, transaction processing, financial systems and company controls (a department of 92 employees). Managed the corporate finance shared services center (52 employees that perform payroll, billing, accounts payable, general ledger accounting, purchasing and financial systems support).

- Successfully led a team that consolidated 72 finance positions from 8 locations across the US into a finance shared services center in Phoenix, Arizona reducing the cost of finance by 2.5M annually (20%). The project was completed on time, under budget and with no major disruption to the enterprise.
- Reduced the cost of audit by 1.2 million annually by centralizing audit work, standardizing processes and implementing key controls.
- Reduced the time required to close by 2 weeks by re-engineering and automating the close and account reconciliation processes.
- Successfully researched and implemented complex purchase, lease and concession accounting rules allowing the company to capitalize over 100M in tangible and non tangible assets, and increased reported EBITDA by 5M a year.

**APL Limited** 1989 - 2005

International containership line with annual revenues of 5 billion dollars

Financial Controller, APL Americas (2001-2005) - Memphis TN

Directed finance, reporting and accounting for the company's largest region (3 billion in sales) made up of 160 accounting and finance employees located in 17 offices throughout Canada, United States, Mexico, Central America and South America.

- Developed a plan, sold it to senior management, and sponsored a project to offshore cashing activities to Costa Rica using an imaging solution that reduced transaction cost 41% while improving overall control.
- Successfully managed a project to outsource US accounts payable, cash reconciliations, credit and collections to Shanghai, China that was completed on time and on budget.

**APL Limited Continued**

- Reduced the cost of accounting by 25% by centralizing activities in a finance shared services center in Memphis, Tennessee. Successfully managed the center of 63 employees for 4 years.
- Designed, wrote and implemented a tool to automate and simplify the account reconciliation process. This tool reduced the time needed to do reconciliation by over 50%.

Financial Controller, APL Europe (1998-2001) – London, England and Rotterdam, Holland

Implemented financial controls, processes and established a finance organization in Europe that reduced receivables over 30 days old from 49% to below 5% freeing up working capital of over 50 million dollars and reduced non-productive cash by 16 million dollars.

Finance Director, APL North America (1997-1998) – Oakland California

Leader of a team of 17 regional and district finance controllers throughout North and Central America. Led a multi-company finance team that successfully implemented a complex \$178 million-dollar joint venture in Mexico City. Designed, documented and implemented accounting systems and processes. Negotiated contract rates and terms with the Mexican partner. Hired and trained the Controller and finance staff.

Director, Finance Processes (1995 – 1997) – Oakland California

Successfully led a project to redesign and document all the finance processes worldwide, including developing and coauthoring a "Regional Controllers Handbook" and Training finance employees in Asia, Europe, Latin America and North America

Finance Director, Land Transport Division (1990 – 1995) – Oakland California

Directed a department of 32 motivated professionals that performed general accounting, financial reporting, accounts payable and consolidation for six subsidiaries with a combined revenue of 1 billion dollars. Received formal recognition from APL's Chief Executive Officer for reducing audit observations to zero and bringing about a major and significant turnaround.

Controller – American President Trucking (1989 – 1990)

Directed all finance, planning and accounting activities of a \$126 million dollar trucking company.

**Ryder Systems**

1986 - 1989

A 3.2-billion-dollar transportation company providing services in truck rental, logistics and long haul trucking. Western Area Field Controller, Accounting Manager, Manager Driver Payroll and Senior Financial Analyst

**Price Waterhouse**

1984 - 1986

Major public accounting firm - Auditor

**Education**

Master of Accounting, University of Utah (Awarded the David Eccles School of Accounting Outstanding Scholar 2012)

Certified Public Accountant (CPA)

BS Accounting, University of Utah

**Computer Skills**

Advanced computer skills in MS Office (Excel, Word, Access and Power Point) • Visual Basic • Oracle E-business Suite • Visio • Desktop Publishing • Experienced developer in Access, Excel, Visual Basic, Java and SQL

**Financial Modeling**

• Consolidation, reporting, and analytical model for a 1 billion dollar Land Transportation Company • Multiple company cost accounting models to accommodate a complex reporting structure in Mexico City. • Lane balancing and profitability model for 126 million dollar trucking company. • Collection and accounts receivable follow up

**Recent Training**

• Data Analytics • REA Data Modeling • Python • Power BI • IT Security • Financial Planning • Auditing • Java Development • Negotiations • Tax and Accounting Research • GAAP Update • Quality Tools • Trained and Experienced Team Facilitator and Leader • Advanced Supervisory Skills • Daily Process Management • Diversity • Project Management • Negotiating • Accounting Rules and Regulation Update

**Affiliations**

Sat on the five member finance committee for the Pacific Maritime Association and the 3 member finance committee for PierPass, a not-for-profit company created to address terminal congestion, security and air quality in Southern California.