

Baylock Financial Services

Raleigh, NC



Since catching the reengineering “bug” during the Michael Hammer Business Process Reengineering movement, Dave has shown a passion for leading organizations through dramatic improvements in the Accounting, Finance and Operational disciplines. Whether in the private sector, state government or non-profit entities, Dave has proven results in leadership, business process redesign, revenue and pricing analysis, profit enhancement, expense reduction, budgeting, reporting and analysis, strategic planning, organizational alignment, and risk analysis.

His engaging personality, relational mindset, and sense of humor (he often hears “you aren’t the typical CFO!”), combine with a unique ability to simplify complex matters, allowing for non-financial individuals to “get it”. He is persuasive and visionary, and motivates cross-functional teams through innovative results-oriented initiatives.

A self-professed “data junkie”, Dave loves to dive deep into the financial statements, trends, ratios, and other financial and operational metrics. From Dave’s perspective, behind every number is a story and his ability to draw those stories out from the numbers and then effectively share those stories with CEOs, Board members, employees and external stakeholders/investors is what really sets him apart. In his roles as Chief Financial Officer and Chief Operating Officer, Dave’s love for people and for numbers allows him to gain a comprehensive understanding of all facets of an organization and then use that understanding to inform and instruct key stakeholders to drive strategy and mission.

Currently, Dave enjoys serving as a trusted advisor to leaders of small to medium size enterprises who are not yet ready for a full-time CFO/COO resource, are in transition between CFOs or whose CFO’s are at capacity with little to no bandwidth available to attack mission critical projects. Baylock Financial Services provides a wide range of services from basic bookkeeping and accounting to financial analysis, strategic planning, process improvement/documentation, profit analysis and executive leadership.

Dave lives in Raleigh with Pamela, his wife of 29 years, and has three children ages 19 to 25. His interests include sports, reading and he and his family are active members of Providence Baptist Church in Raleigh.

Email: david@baylockfinancial.com

Cell: (919) 744 – 7066

LinkedIn: [linkedin.com/in/davidbaylock](https://www.linkedin.com/in/davidbaylock)