

## Four Faces of the CFO

### Catalyst

Catalyze behaviors across the organization to execute strategic and financial objectives while at the same time creating a risk intelligent culture

### Steward

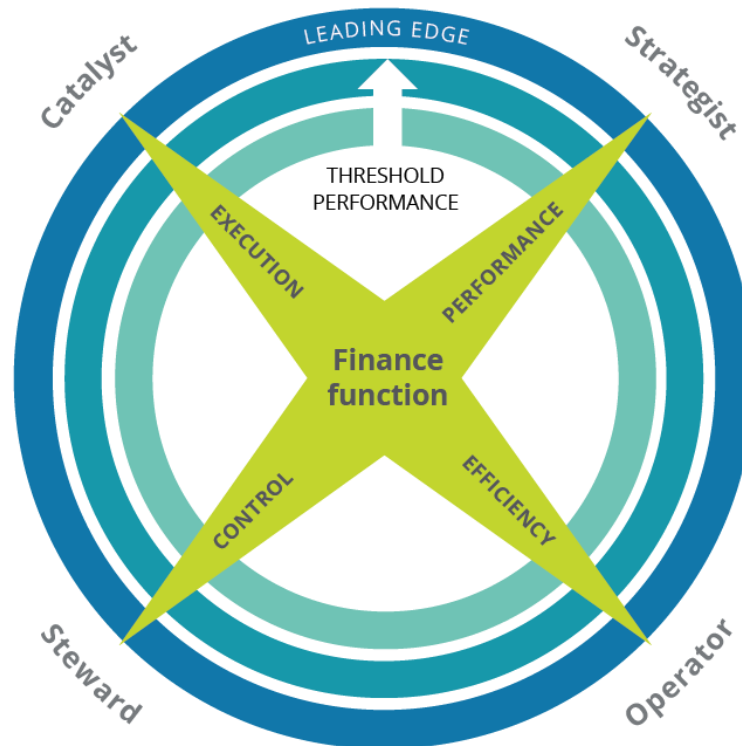
Protect and preserve the critical assets of the organization and accurately report on the financial position and operations to internal and external stakeholders

### Strategist

Provide financial leadership in determining strategic business direction, M&A, financing, capital market and longer-term strategies vital to the future performance of the company

### Operator

Balance capabilities, talent, costs and service levels to fulfill the finance organization's core responsibilities efficiently



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