

October / November

Recognizing professionals for outstanding performance in their roles as corporate financial stewards.



CFO of the YEAR AWARDS

MARSH McLENNAN, SEI, AzBusiness, Robert Half, Deloitte

November 8, 2007 - Fairmont Scottsdale Princess Hotel & Resort

Award Finalists



Mark Gorchoff: Creative Business Resources
Chief Financial Officer



“In the small business environment you have a chance to create something and that’s what I like about this job.”

greater Southwest. As CFO, Gorchoff manages financial risks, financial planning, record keeping and reporting.

“There is all this specialized knowledge that CFOs have,” he says. “It’s the ability to take non-monetary decisions and quantify them.”

Gorchoff has played a crucial role in shaping the goals of the company in terms of profit, as well as the company’s investments. He has played a major part in the decisions that led to outside consultation and training, as well as the hiring of the industries’ top talent to ensure the long-term growth and stability of CBR. Under his leadership, CBR has made improvements to its system, strengthened its commitment to ethics and accountability to its clients and financial partners and has seen a growth margin of up to 35 percent a year, which is approximately 10 percent higher than most PEOs.

“In the small business environment you have a chance to create something and that’s what I like about this job,” he says. “The desire to take something, to take a group of people and put them on the right track and have a goal to make things bigger and more profitable.”

Previously, Gorchoff has worked as an independent financial consultant, advising a vast level of clients.

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