

February 2017 Spotlight

Member Spotlight: Rob Ogilbee

Company: Accuform Manufacturing

Title: CFO

Length of FEI membership: 4 years

What is one piece of information you wish someone had told you when you first started your finance career? How important public accounting experience can be. I didn't go the public route, but I see the emphasis that employers put on it.



What do you love most about working as a financial executive? I enjoy that I get to touch all aspects of the company. I work with sales and operational teams to improve efficiencies and cut costs, which makes the company more profitable.

Do you think it takes a certain kind of personality to thrive in finance? What traits are most important? I believe curiosity is most important to move up the accounting ranks. A desire to understand the company and how it works expands your business acumen. The better businessperson you are, the better you can help lead the company.

What is your best networking tip? Do it! So many of us are in our shell and afraid to get out there. Force yourself to attend events and get to know people. Those relationships can be invaluable.

How did you discover your passion for finance? At my first accounting job I asked a question, then another. I didn't understand the company and wasn't afraid to ask. I had a CFO at the time that indulged me, and encouraged me to learn more. That's when I discovered that finance let you access the whole company, not just a particular department.

What are some of your personal hobbies outside of finance? I love to golf, but also enjoy most activities, from fishing to hiking to poker.

Sponsor Spotlight: Ryan Deneen

Company: Cherry Bekaert, LLP

Title: Partner

Length of FEI sponsorship: 10+ years

Tell us a little bit about your career, educational/professional background and how you got to where you are today.



I graduated from the University of Iowa in 1986 and spent the next 17 years with KPMG, mainly in Chicago. In 2003, I accepted a job as Tax Director of Marshall & Ilsley Corporation in Milwaukee and was there until 2012. I then took some time off and then got into the investment world as an RIA and also got my Life Insurance license. I finally decided it was time to get out of the north and looked for a job in the south and that is how ended up in Tampa with Cherry Bekaert in 2013.

What do you love most about working in the finance profession?

You get to know just about everything about a company. The finance divisions have influence in all areas of the company. Not many important decisions are made without finance being involved.

Do you think it takes a certain kind of personality to thrive in your field? What traits are most important?

No, I think many personality types can succeed in accounting. However, you really need to determine what your strengths are and utilize them as much as you can.

What is your best networking tip?

I believe the best networking tip is to have timely follow-up with the desired contact. You should not wait for them to contact you.

Why does your company sponsor FEI Tampa Bay Chapter?

FEI is one of the best networking organizations for finance executives. The Tampa Bay meetings are well attended and are very well done.