

QUALIFICATIONS

MBA

AUSTRALIAN INSTITUTE OF BUSINESS
Entrepreneurial Management – venture strategy, commercial launch & entrepreneurial finance

CPA

INSTITUTE OF PUBLIC ACCOUNTANTS

ETHICS & FRAUD CERT.

INSTITUTE OF PUBLIC ACCOUNTANTS

CORE EXPERTISE

TURNAROUND	DOCA	RESTRUCTURING	M&A
PE-BACKED	BOARD ADVISORY	CAPITAL RAISING	
INTERIM CFO	PROFIT DIAGNOSTICS		
COMMERCIAL LAUNCH	EBITDA OPTIMISATION		
CREDITOR NEGOTIATION	CASHFLOW TRIAGE		
FINANCIAL MODELLING	DUE DILIGENCE	PMI	
COVENANT COMPLIANCE	SUPPLY CHAIN		
PRICING MODELS	FX MANAGEMENT		

INDUSTRIES

MANUFACTURING	TIMBER & FORESTRY
PROPERTY DEVELOPMENT	CONSTRUCTION MATERIALS
PRIMARY INDUSTRY	INTERNATIONAL OPERATIONS
PE-BACKED BUSINESSES	DISTRESSED ASSETS

SYSTEMS & TOOLS

XERO	CIN7	ERP	SYSTEMS	BOARD REPORTING
INVESTOR REPORTING	FINANCIAL MODELLING			

EXECUTIVE PROFILE

Jane Martin is a CPA and MBA (Entrepreneurial Management) with a career spanning manufacturing, timber, property development, and global operations. She brings a rare combination of commercial rigour, hands-on crisis management, strategic transaction capability, and the practical experience of launching businesses from the ground up.

Jane has led businesses through DOCA exits, capital restructures, and complex M&A processes in high-pressure, asset-heavy environments. She is experienced in PE-funded environments – raising PE capital, managing investor reporting, EBITDA optimisation, and covenant compliance – and is equally comfortable as a board member and as the CFO presenting to a board. She also has a particular talent for diagnosing why a business is losing money and fixing it.

CORE COMPETENCIES

- ✓ Turnaround & DOCA Management
- ✓ Distressed Restructuring
- ✓ M&A – Buy-side & Sell-side
- ✓ Administration Strategy
- ✓ Capital Structure & Debt/Equity
- ✓ Commercial Launch from Inception
- ✓ Profit Diagnostics & Margin Recovery
- ✓ PE Capital Raising & Reporting
- ✓ Board Membership & Governance
- ✓ Board Presentations & Reporting
- ✓ EBITDA Optimisation
- ✓ Creditor Negotiation
- ✓ Supply Chain & Pricing Models
- ✓ International Treasury & FX

PROFESSIONAL EXPERIENCE

PARTNER & CONSULTING CFO – FOUNDATIONAL SETUP

Jan 2025 – Present

CHÊNEOAK · AUSTRALIA'S EXCLUSIVE SUPPLIER OF SINGLE-ORIGIN FRENCH OAK · BRISBANE, QLD

Partnered to co-establish Chêneoak, architecting the full financial, operational, and commercial infrastructure required to launch and scale Australia's exclusive supplier of single-origin French oak.

- ✓ Authored the Debt IM and Equity Pitch Deck; structured Shareholder and Subscription Agreements; secured capital and independent business valuation.
- ✓ Negotiated a EUR 300K consignment agreement; developed financial models, cash flow forecasts, and a dynamic pricing matrix managing FX fluctuations and margin targets.
- ✓ Led end-to-end implementation of Cin7 and Xero; oversaw the build of the trade partner specifier portal and CPD program for architects.

TURNAROUND LEAD | CFO & COMMERCIAL OFFICER | BOARD MEMBER

May 2021 – Mar 2026

CONSTRUCTION MATERIALS – MANUFACTURING SECTOR · BRISBANE, QLD

Appointed during administration to lead trading, cashflow, and restructuring – working with administrators and stakeholders to deliver a successful DOCA exit and subsequent multi-site scale-up.

- ✓ Led the DOCA process end-to-end with administrators, creditors, suppliers, and financiers.
- ✓ Rebuilt product costing and pricing; restructured the operating model around cash generation.
- ✓ **Delivered 70% revenue growth and 90% profit growth within two years – ROI > 8x.**
- ✓ Served as Board Member throughout; presented financial performance and strategic recommendations.

KEY METRICS

70%

Revenue growth – post-DOCA, construction sector

90%

Profit growth – turnaround engagement

>8x

ROI delivered – DOCA exit engagement

18

Sites under governance – timber manufacturing

\$1M+

Monthly FX managed – international operations

±3%

Forecast accuracy – investor-grade reporting

ENGAGEMENT MODELS

- Interim CFO (3–12 months)
- Contract CFO (part-time)
- Fractional CFO (retainer)
- M&A / Transaction Advisory
- Turnaround & DOCA Advisory
- Board Advisory

AVAILABILITY

- Brisbane, QLD & National
- Minimum 3-day engagement
- Immediate availability

REFEREES

- Available on request.

PROFESSIONAL EXPERIENCE – CONTINUED

GROUP CFO | GOVERNANCE, RISK & GLOBAL OPERATIONS

May 2021 – Present

TIMBER & RECLAIMED MATERIALS – INTERNATIONAL OPERATIONS · USA | EUROPE | AUSTRALIA

Global executive leader responsible for governance, strategy, and commercial performance across international timber manufacturing and distribution operations spanning the USA, Europe, and Australia.

- ✓ Built U.S. operations from inception: entity structure, compliance, financial systems, supply chain, and logistics.
- ✓ Improved global forecasting accuracy to ±3% with investor-grade reporting systems.
- ✓ Managed global treasury, FX exposure, and \$1M+ monthly flow, reducing risk by 15%.
- ✓ Negotiated supplier and freight contracts increasing production throughput by 30% (ROI 3:1).
- ✓ Built digital channels generating >\$1M annual recurring revenue from zero.
- ✓ Raised PE capital; managed investor reporting, EBITDA optimisation, and covenant compliance.

CFO | PROJECT ACCOUNTING & GLOBAL OPERATIONS

Oct 2018 – May 2021

TIMBER & RECLAIMED MATERIALS – INTERNATIONAL · LOS ANGELES, CA | FRANCE | AUSTRALIA

Appointed as Global CFO to build North American operations, lead international finance, and establish end-to-end governance, compliance, and operational systems across France, the U.S., and Australia.

- ✓ Established U.S. operations from the ground up – entity setup, finance systems, supply chain, and customer acquisition.
- ✓ Launched a digital sales channel generating \$1M+ in new recurring revenue.
- ✓ Standardised global reporting and forecasting, improving accuracy to ±3%.
- ✓ Navigated COVID-19 by shifting to seamless remote leadership while retaining full strategic oversight.

CFO | GOVERNANCE & TRANSFORMATION

Apr 2018 – Oct 2018

TIMBER PROCESSING – NATIONAL MULTI-SITE · REGIONAL QUEENSLAND

Executive leader responsible for governance, performance, and operational transformation across a national timber processing network with 18 regional sites.

- ✓ Improved EBIT by 12% through Lean methodology and cost-to-serve transparency.
- ✓ Secured \$8M working capital for expansion and modernisation of operations.
- ✓ **Delivered financial and operational turnaround yielding ROI > 5x.**