

The evolving role of the CFO in the new economy

Our latest white paper explores how today's Chief Financial Officers must align new challenges with new opportunities to make an impact.

In the new economy, CFOs have more complex and demanding responsibilities—from regulatory compliance to balancing budgets to implementing processes that drive value and profits. It is also crucial that they align themselves as true partners to their CEOs in terms of strategy, direction, and performance.

In our new white paper, *The evolving role of the CFO in the new economy*, we offer meaningful insights and strategies for current and aspiring CFOs on a variety of topics, including:

- + Essential skills that will prove critical to the success of CFOs.
- + How CFOs are being asked to do more with less and take on new roles: scorekeeper, adviser, operational manager, and strategist.
- + The importance of being able to draw on a range of experiences and communicate recommendations effectively.
- + A glimpse into what lies ahead for CFOs.
- + Interviews with top CFOs across a variety of industries that provide unique insight and perspective.



About Parker + Lynch

Parker + Lynch is about alignment. On the surface, we align superior finance and accounting talent with opportunities at world-class organizations. But we recognize that a successful executive search does not simply match client with candidate. We take it further, aligning experience with expectations; personality with environment; aspiration with reality.

To learn more about the changing roles of accounting and financial professionals in the new economy, or to find out how we can help you find the right alignment in your career, please visit parkerlynch.com today.