

KAREN HORMANN

Principal, Market Aotearoa | Finance, Governance and Coaching for Government and Business

021 459 256 | info@marketaotearoa.org.nz | Auckland

marketaotearoa.org.nz
linkedin.com/in/karenhormann

SUMMARY

I help organisations build financial rigour and governance capability that lasts. As a chartered accountant with 30 years of senior finance experience, I have taken a business from a single entity SME to an ASX listed group, closed multi-million-dollar investment rounds, and stood up finance functions from scratch for fast growing companies. I now bring that experience to clients through Market Aotearoa, working alongside government agencies and businesses on financial management, governance and capability building. I am also Chair of Bike Auckland and a Chartered Member of the Institute of Directors New Zealand, so I understand governance from the board table as well as the finance seat.

TRACK RECORD

\$8m ASX public raise delivered as CFO while transitioning a single entity SME into a listed group with four international subsidiaries

\$5m investment round closed on the back of the forecasts and audited accounts I prepared as CFO

\$60m annual turnover freight business given a complete finance function I built from scratch, delivered weeks ahead of schedule

30 years as a chartered accountant, CFO, consultant and finance manager across startups, consultancies and hospitality

1993 the year I qualified as a Chartered Accountant, a member of Chartered Accountants Australia and New Zealand ever since

WHAT I OFFER

- Financial management, reporting and systems, including Xero implementation and multi-currency consolidation.
- Capital raising support, from investor ready forecasts to audited financial statements.
- Board governance, agendas, minutes, board papers and AGMs, informed by service as an elected Chair.
- Finance function set up for startups and growing companies, including offshore subsidiaries.
- Mergers, acquisitions and due diligence support.
- Coaching and mentoring, as a certified executive coach and Business Mentors New Zealand mentor.

BACKGROUND

I qualified as a chartered accountant in 1993 and have worked as a CFO, consultant and finance manager across technology start-ups, consultancies and hospitality for more than 30 years. I took Datasquirt from a single entity SME to an ASX listed group with four international subsidiaries through an NZ\$8 million public raise, and later prepared the forecasts and audited accounts behind a \$5 million investment round at Results.com. I have built finance functions from scratch for growing companies including ViFX, CloudFX and Netlogix, and I currently work with Heyrex, where Stephen and I work together. Alongside my finance work I chair the board of Bike Auckland, having previously served as its Treasurer, I am a Chartered Member of the Institute of Directors New Zealand and was selected for its not-for-profit Chair mentoring programme in 2024, and I am a certified executive coach and Business Mentors New Zealand mentor.

GET IN TOUCH

If your organisation needs financial rigour, governance capability or board level support, I would welcome a conversation. Full engagement history and references available on request.