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## **AscendCFO Expands Business Operations, Names Mark LaBere as Business Partner for Northern Colorado**

*Denver, Colorado, December 2010* — AscendCFO, an innovative firm that provides part-time CFO and controller services, is pleased to announce the expansion of its Colorado operations by adding veteran financial executive Mark LaBere as CFO Business Partner in Northern Colorado.

AscendCFO helps to enhance the financial performance and improve the business operations of small- and medium-sized businesses by using a unique approach that combines interactive, collaborative tools and performance monitoring systems with industry-specific best practices and strategies.

Mr. LaBere has more than 25 years of domestic and international financial and operations leadership in commercial and residential construction, industrial and high-tech manufacturing, distribution, and energy. He has held key cross-functional leadership positions and specializes in entrepreneurial startups, turn-arounds, and transformational management in small- to mid-size businesses. LaBere has experience selecting, planning, and implementing “Vertical” and “Enterprise Resource Planning” software tools to develop appropriate business intelligence, as well as integrating sophisticated modeling and reporting procedures to help increase revenues and reduce costs

“The addition of Mark LaBere to our team of CFO experts reflects the rising demand for our services among a growing number of small- and medium-size companies in the Northern Colorado area,” said Raymond Gallegos, Managing Partner of AscendCFO. “Mark is very well known in several industries for his knowledge and depth of experience, and specifically for his ability to develop strategies, implement systems, and leverage technology tools that help streamline operations and improve profitability.”

According to Gallegos, it is this combination of focused, in-depth industry experience combined with an exclusive, collaborative methodology and performance monitoring system that distinguishes AscendCFO – and enables the company to consistently plan and execute strategies that provide long-term value for its clients.

AscendCFO’s collaborative, results-based process provides an objective measurement of how an organization is performing relative to key indicators, current trends, and industry standards. At the same time, this collaborative process continually monitors the effectiveness and timeliness of the financial services being delivered.

“Our process allows us to maintain a high-level of continuity and service for our clients, and it means we can get up to speed quickly so we can start adding value – and delivering results.

We're committed to offering solutions for improving their profitability, operations and building long-term value," said Gallegos.

By providing experienced, part-time CFOs and controllers with deep industry-specific experience, AscendCFO offers small- and medium-size businesses cost-effective access to a trusted financial advisor to implement financial systems and procedures, and to control costs and improve profitability. The company's unique approach and interactive and collaborative systems allows AscendCFO to effectively monitor financial performance from anywhere in the world, and ensures consistency and continuity in the quality and delivery of its services.

More information about AscendCFO can be found on its website, [www.ascendcfo.com](http://www.ascendcfo.com) or by calling (855) 427-2363.