



# The Modern Day CFO

A TALENT MARKET ANALYSIS

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## TALENT MARKET ANALYSIS

# The Modern Day CFO: A New Era of Sophistication

The role of the Chief Financial Officer is undergoing a significant transformation. Today, the traditional focus on accounting and finance has broadened to encompass a much wider range of responsibilities. Modern CFOs are now implementing technology solutions, driving data automation, managing capital market activity and leading strategic decision-making.

### **The Evolving Demands of the CFO Role**

A commercial real estate company's ability to compete for deals, obtain optimal financing, and maximize proceeds from their portfolios and developments are dependent upon the data, analytics, and processes that lie within the company. In the current competitive marketplace, private owners are looking for the same type of financial reporting, data analysis and automation tools to drive decision making that are traditionally found within larger publicly traded organizations. Privately held firms are targeting the top of their org charts as a driver for change and the CFO skill set is now evolving to elevate accounting and financial operations to an institutional level.

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# Key Skills and Experience for Modern CFOs

To meet these demands, modern CFOs must possess a diverse skill set and a track record of success. Employers are looking for candidates who:

## Have experience in institutional settings

- Candidates who are formally trained in best practices and procedures, who have exposure to complex financial structures, regulatory compliance, and tax.

## Are proficient in technology

- Candidates that have evaluated and implemented accounting software and are currently utilizing automation tools to streamline processes to improve data quality.

## Possess capital market experience

- Candidates that have formulated sophisticated capital structures for their portfolios including development and construction financing.

## Are leaders

- Candidates that are change agents for success, that can mentor and manage internal teams, and can build relationships with external stakeholders having the ability to present financial information clearly to influence decision-making.



# The Future of the CFO Role

In advising and partnering with prominent, privately held real estate firms this past year and successfully executing numerous CFO searches, it is our viewpoint that the modern, multifaceted CFO leader focused on data quality and automation is not a current trend but the new job description.

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For more talent market insights, connect with Jackson Lucas' Partner, Steven Zimmerman, at [stevenz@jacksonlucas.com](mailto:stevenz@jacksonlucas.com).

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