

**PETER LOEBER, CPA**  
32 Richter ave Milltown NJ 08850  
732-670-9761 ~ PeterLoeberCPA@gmail.com

**OBJECTIVE:** The time is right for me to get into the entertainment industry. My experience with tracking finances has led to this moment that developed from progress analytical performances.

## **PROFESSIONAL EXPERIENCE**

**Senior Accountant, 1/2023 – Present**

*SafeRide Health: Healthcare Transportation in remote environment*

- Implemented customer profit + loss reporting which improved company profitability
- Assist FP+A with their questions related to monthly allocations, KPIs, and dashboards
- Analyze monthly time-sheets with the Product manager of internal projects
- Calculate the values of projects in development under ASC 350-40 for intangible assets
- Improved the R+D process by reporting monthly which resulted in minimal yearend updates
- Worked with state + federal tax consultants to maximize R+D tax credits
- Transitioned the reporting of deferred rent from ASC 840 to ASC 842
- Continually monitor + update lease schedules due to payment or term updates
- Revamped the long-term asset registers to accurately report depreciation + amortization
- Report expenses, allocations, payments, and rebates for the primary COG
- Automated auto insurance cost reporting by guiding our data insights team
- Wrote multiple SOPs involving step by step instructions with accompanying screenshots
- Assisted the first 3 annual audits by providing PBC requests + explanations
- Trained various associates on accounting + company processes
- Invoice assigned customers along with their collection follow ups

**Senior Accountant, 10/2020 – 12/2022**

*Flashpoint Inc: Cybersecurity SaaS in remote environment*

- Revenue recognition in accordance with ASC 606 using Salesforce + Maxio (SaaS Optics)
- Monthly comparative P+L analysis presented to FP+A
- Assisted the company go from series C funding to getting acquired
- Transitioned the staff of an acquired subsidiary by training them on software + processes
- Balance sheet reconciliations for prepaids, fixed assets, accruals, and R+D
- Onboarded hundreds of new hires into our T+E programs, along with training sessions

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**Staff Accountant, 01/2019 – 05/2020**

*Tikun Olam USA: Health + wellness products, New York City*

- Assisted the company transition from cash to accrual accounting
- Sales reporting presented to management with trend analysis by SKUs + other KPIs
- Implemented Asset Guru as a automatic source for fixed asset depreciation schedules
- Biweekly AP payment schedules presented to the Controller for approval
- Guided an intern through our processes, and trained them on GAAP

**Staff Accountant, 12/2017 - 12/2018**

*Bluecore Inc: Marketing Automation SaaS in New York City*

- Cash & credit card reporting for chief management presented through Google Docs
- Assisted the Accounting Manager with YE adjustments, audits, 1099 filings, and other projects
- Collected cash at record high amounts + lowered DSO by 15 days

**Accounting Associate, 04/2016 – 12/2017**

*(RED): Non-profit Charity in New York City*

- Recorded all transactions under non-profit accounting standards
- Assisted the implementation of Salesforce, and learned dashboard reporting

**Accounting Consultant, 10/2012 - 12/2015**

*Robert Half LLC: Entry level assignments throughout the San Francisco Bay Area*

## **LICENSES + EDUCATION**

**CPA No. 9161 through New Hampshire:** Certified on January 6<sup>th</sup> 2021

**B.S. Business Administration:** Accounting emphasis  
**California State Polytechnic University, Humboldt;** Class of 2012

## **SOFTWARE EXPERIENCE**

Intacct, Quickbooks, Netsuite, Salesforce, Excel, Asset Guru, Maxio/SaaS Optics, Bill.com, Stripe, Square, Jira, Adaptive, Google Docs, Blackline, customer upload portals, and online banking sites