



Brooke Evans
Founder, CFO Alliance

It takes an entrepreneur to truly understand one. That is why CFO Alliance founder Brooke Evans is one of the most sought-after financial executives in the industry. Brooke's unique brand of creativity, passion and practicality, backed by years of "Big 4" training and senior-level corporate experience, serve as the foundation for the CFO Alliance's mission to help businesses and people prosper.

Brooke has more than 20 years of progressive financial management experience. She founded CFO Alliance in 2008, and since then, has grown the company significantly, serving more than 150 clients. Recently, CFO Alliance was named #1388 on the 2017 Inc. 5000's list of fastest-growing companies in the country and #11 on the Seminole 100 list of fastest-growing businesses owned by Florida State University alumni.

Before CFO Alliance, Brooke served as CFO of a \$200 million company in the construction industry. She also spent ten years in various leadership roles at Arthur Andersen and Deloitte & Touche, where she served a portfolio of audit clients, including privately held start-up companies and multi-national Fortune 500 enterprises. Brooke began her career in public accounting after graduating from Florida State University and obtaining her CPA license.

Brooke has always been driven by a desire to help others around her succeed. This desire led her to pursue a speaking career, allowing her to connect with a larger audience, sharing advice and providing guidance to fellow entrepreneurs and financial executives. In recognition of her significant leadership contributions, Deloitte selected her to be one of 20 participants in an elite fellowship program honoring leaders who reflect the qualities of intelligence, commitment, integrity, service and leadership.

Deeply committed to the Tampa community and serving others, Brooke serves a variety of organizations, including the Florida Funders Investment Committee, ACG Tampa Bay's Board of Directors, and previously as the Chairperson of Tampa Bay Technology Forum (TBTF) Foundation's Tech Jam and Deloitte & Touche's Tampa United Way Campaign.

When she's not working, Brooke enjoys spending time with her husband, son and daughter out and about in Tampa, at the beach, and traveling as often as possible. She is also an avid reader and a fan of inspirational books, including her most recent read, the *Power of Awareness* by Neville Goddard.