

RoseRyan: company background

An accounting and finance brain trust for Silicon Valley

Since 1993, RoseRyan has been Silicon Valley's friendly neighborhood accounting and finance consulting firm. Fueled by its ability to attract and keep senior-level talent—even when finance pros are hard to come by—RoseRyan has grown from a two-woman shop to a comprehensive expert resource.

The Newark-based firm helps clients comply with accounting mandates, recognize revenue, prepare for audits, upgrade and overhaul systems, complete events like IPOs and M&As, and generally get their financial house in order.

RoseRyan's finance dream team cost-effectively supports clients of all sizes across many disciplines and within many micro-specialties, like technical accounting. For every client, the firm provides the right talent at the right time and in the right amount. Emerging growth companies, for example, may initially just need a CFO for one day a week; as they grow, the CFO can come in more often and RoseRyan can send in complementary pros for other positions.


Brain trust model ensures best results

RoseRyan's seasoned, top-notch players embed themselves at client sites, but they are never alone. With every engagement they draw on the firm's entire brain trust, consulting other RoseRyan specialists on a broad range of issues to anticipate what clients will need to do, when and how. That frequently translates into cost savings: clients are prepared; finance and accounting work is done right, on time, and correctly the first time; and last-minute work is avoided.

Again and again, RoseRyan's pros have come into companies only to recognize that entire areas within finance and accounting weren't approached correctly or even addressed. After cleaning up, RoseRyan then moves on to rapidly hit deadlines. Sometimes RoseRyan's team stays on after things are running well, but more often than not the firm smoothly transitions the work to full-time staff, returning as needed to take on new challenges. That's a strategic partnership that helps clients make the most of their resources and get the help they need to avoid expensive mistakes.

Investing in people pays off for clients

On average, RoseRyan's consultants have 15+ years of experience, including an average of five years at a Big Four firm. Seventy percent of RoseRyan's consultants are CPAs, half are parents, 41% work flex hours, and 65% are female. RoseRyan invests in and develops each person's skill set while learning what conditions make that person thrive, allowing the firm to match the right person with the right client in terms of both skills and personality. Every consultant is set up for success and backed up internally through the firm's extensive project infrastructure and support system.



RoseRyan culture rewards direct communication, a no-nonsense approach, and superior performance—values founder Kathy Ryan has instilled from the beginning—as well as a sensible work/life balance. It's this culture that allows RoseRyan to continue attracting top talent. Eighty-four percent of RoseRyan's consultants are employees: they view the firm as a career destination, not a way station.

For clients, the result of this training and culture is a reliable, enthusiastic brain trust of finance gurus who are closely matched to each engagement, deliver flawlessly, and have seamless backup—because team members are all trained in RoseRyan methods, new people on a project fit in and excel right away. And since RoseRyan consultants don't perform audits, they're always on the client's side.

High-tech, life science, and cleantech expertise

RoseRyan boasts substantial experience in the high-tech and life sciences sectors and has recently branched out successfully into the cleantech arena. The firm also has worked with startups since 1993, and is adept at leading these firms through early challenges. Current and past clients include Actelion, Netflix, NetApp, Ocarina Networks, Silver Spring Networks, and Seesmart LED.

Regardless of the economic situation, RoseRyan fills key needs for Bay Area companies. In slow periods like the current recession, clients benefit from getting an entire seasoned financial team for the price of one consultant—and without the commitment of hiring a new employee.

As the economy improves, RoseRyan can help companies quickly address accounting and finance needs and take on projects that were put on the “back burner.” And in a strong economy, RoseRyan helps clients stay on top of the wave. Whatever the situation, the dream team delivers.

To learn more about the firm, visit www.roseryan.com.

Media Contact:
Sarah Grolnic-McClurg, Pounce PR
sarah@pounce-pr.com
office: 510-898-1837
cell: 415-828-3143