

# Supporting NatureBox through skyrocketing growth



## Challenge:

- NatureBox's growth was skyrocketing as customers clamored for smart, delicious snacks.
- The innovative founders needed to ramp up to meet demand while continuing to delight customers with new food items.
- Struggling to keep pace with the explosive growth, the accounting organization needed financial leadership.

## Solution:

- RoseRyan's expert CFO took charge of the fledgling finance team, joined by an accountant to shore up the ranks.
- New processes and strategic insights were put into play, setting the stage for the company's first full-time CFO and a new controller.
- Our business intelligence expert extracted key customer data for analysis to help senior leaders make better business decisions—and quicker.

## Results:



Streamlined core accounting processes



Transformed finance team



Key metrics for smart business decisions



Successful, on-time first audit



Clear pathways for new finance leaders



Strategic insights for rapid growth

## At a glance

### Company type:

Startup, private

### Industry:

Consumer foods

### Solution areas:

Small Business, Interim Finance, Audit Support

### About the client:

Started in 2012, the company known for delicious snacks delivers more than 100 distinctive products to consumers and companies. They have nearly 100 employees.

## About RoseRyan

More than

800 clients

25 years in business

“ There's a lot to figure out when a company is rising so quickly, and the RoseRyan consultants came in with calm attitudes, solid experience and an understanding of how to get things done. They got us moving in the right direction with insights on how to improve our processes, and they gave us better analytics to support our business. ”

Guatam Gupta, CEO, NatureBox



RoseRyan takes dynamic companies further, faster, by delivering specialized finance and accounting solutions at every stage of your company's growth. Versed in Silicon Valley's rapid pace and unique business environment, our consulting firm has helped 800+ companies achieve success since 1993. No matter the size of your company or the scale of your next endeavor, RoseRyan has the wide-ranging solutions to accelerate growth.

Learn more at [www.roseryan.com](http://www.roseryan.com).

### Contact:

Maureen Ryan  
510.456.3056 x122  
[mryan@roseryan.com](mailto:mryan@roseryan.com)