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## Local Entrepreneur Receives International Recognition; Founder of First CMA Firm

Barbara Colella  
Tuesday, March 4, 2008



Randall Wheeler, president and CEO of Pathfinder Metrics located in Moorpark, has been credited by the Institute of Management Accountants (IMA) with establishing the first-ever Certified Management Accounting firm.

Wheeler founded Pathfinder Metrics in December 2002 with one premise in mind: to provide business owners with affordable management accounting expertise, strategic planning, and financial services not commonly offered by traditional accounting firms.

As a noted industry leader, Wheeler says his firm often works closely with traditional accounting firms and Certified Public Accountants (CPA), which typically monitor and report on the finances of a company. "At Pathfinder Metrics, we analyze financial and non-financial data, develop strategies to improve performance, and implement processes to achieve superior financial and cash flow results," says Wheeler.

As a "part-time Chief Financial Officer (CFO) for hire," Wheeler and his firm help business owners understand profitability and how to obtain it. "Companies with 10 to 100 employees typically don't have the resources to retain a qualified CFO on staff; however, they still need to know how their business is performing and how to improve it," he says. "That's what we do for clients, while also saving them considerable overhead expenses on in-house accounting departments."

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Wheeler has developed his own proprietary computer software that provides clients with a clear understanding of their current financial status, as well as where they are headed. He says his, "customized data base business management programs can monitor employee productivity, help design effective risk management for contingency planning, and plot courses of action to help ensure future success".

"My objective is to help small companies become large companies," says Wheeler, who is listed in the Pacific Coast Business Times' 2007 Who's Who in Financial Management. According to the SBA, there are an estimated one million U.S. businesses in the 10-to-100 employee category. "Approximately 96% of new businesses fail to survive their first ten years. Based on historical failure rates, these small businesses need help", says Wheeler, whose aim is for business owners to call

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their CPA when they have tax issues, and call their CMA when they have strategic planning needs, cash requirements, or performance management issues.

Wheeler says his greatest success is measured in the awards and recognition given to his clients. "A number of my clients have been recognized by the Small Business Administration and other organizations for their rapid growth and excellent management. Many of my clients have credited my services with saving their company," says Wheeler. "For me, this is what it's all about."

Pathfinder Metrics is located in Moorpark, CA. To contact Randall Wheeler please call 805-523-2690 or visit the Web site at [www.PathfinderMetrics.com](http://www.PathfinderMetrics.com).

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