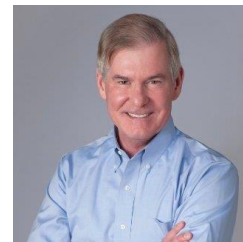




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## CFO Spotlight: Ken Tarpey, CFO of Videology, Inc.



May, 2017

### 1. What advice do you have for other technology-minded CFO's?

To be most relevant as a CFO, obtain experience as a business operator. If you can find the opportunity, lead an operational unit of a company or be a founder in a start-up, whether in a technology company or another endeavor. Being responsible for revenue targets, motivating a group and striving to achieve positive business results will sharpen your business acumen. Further, you will have a better perspective to assist your CEO and fellow executives as you grow your company.

I have had this operational experience; it was a highly beneficial experience for me and led me to CFO opportunities that might not have been possible.

### 2. Describe your version of the modern-day CFO.

My version of a current CFO is as follows: in every hour, of every day, you must be ready to fly with the eagles pursuing rarified business strategy options, then immediately dive and roll-up your sleeves cleaning the toilet bowls of daily company life! It is not for the faint hearted, but is an exciting process!

### 3. What's the best business book you've read lately?

Without doubt, it is FED UP, authored by Ms. Danielle DiMartino Booth. Ms. Booth does a masterful job of highlighting the serious issues facing the Federal Reserve system, many of which are not being addressed.

Ms. Booth worked for years on Wall Street in an investment bank, then for years within the Dallas Federal Reserve Bank. She has perspectives as an outsider observing the Fed, combined with those of an insider looking out! For example, she notes the Fed structure is still based on laws enacted in the early 20th Century, but now a century later adaption is needed. It is a thought provoking book and an enjoyable read.

### 4. What are the 1-3 things that anyone who aspires to be a CFO should know about the role that they may not have considered?

I believe it is critical to be in an environment where your interests and skills are aligned. Having been the beneficiary of many technology company CFO jobs, I always look at a CFO situation through these four success factors:





- 1: Is the target industry sector that the technology company addresses of significant size to sustain strong, long-term growth?
- 2: Do the technology company's products/solutions solve business problem(s) that I will be passionate about?
- 3: Is the technology company's competitive position sufficient to be a number 1, 2 or 3 leader in the target sector?
- 4: Can I complement my CEO's strengths and personality in a manner that I believe we could accelerate the technology company's market success?

**5. Do you have a personal mantra, words of wisdom or favorite inspirational quote?**

Yes, I do. For me, it is President Coolidge's quote regarding the value of persistence and determination:

"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On!' has solved and always will solve the problems of the human race."

