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## CFO Spotlight: Kevin Cheetham, CFO of CustomInk

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**1. Who had the biggest influence on your career and why?**

Jorge Forgues, he showed me many attributes to being a successful CFO, and a huge unlock was how to negotiate and be comfortable doing it.

**2. What is your biggest accomplishment of your career?**

I hope it hasn't happened yet, I have high standards for myself 😊.

**3. What are the 3 most important characteristics of a company culture?**

The Golden Rule (put yourself in someone else's shoes), Innovation and Ownership. All three together are powerful.

**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?**

You will be spending more time solving problems and reducing process friction, or at least should be. To be impactful, you need to easily and effortlessly move between the high level strategic and low level tactical, all on the same issue.

**5. What characteristics do you value most when hiring new finance talent for your team?**

You could see them progressing to the next level, and they have the drive to do so.

**6. Name an "inflection point" experience that prepared you for your current position as Chief Financial Officer.**

There is nothing like the value of having to raise money and explain a business to a prospective investor. The sooner you can gain exposure to fund raising, the better you will be prepared.

**7. What are the 3 most important components for your personal and professional success?**

You need to be smart, work hard and have some luck. This answer also applies to the three components you need for a successful start-up. And there, if you are missing any of the three, you are going to fail.

