

# PAM PRIOR

ENTREPRENEUR, BEST-SELLING AUTHOR, PODCAST  
HOST, FINANCIAL EXECUTIVE, CPA, SPEAKER,  
VIRTUAL CFO, AND FINANCIAL COACH



The dynamic opposite of every accountant you've ever imagined, Pam is the creator of the Profit Concierge™ path for entrepreneurs. With 30 years of executive finance experience working with Fortune 500 companies, private equity start-ups, and today's influencers, she brings a new appreciation to the value and accessibility of financial reporting to small business owners from stages across America.

Is your audience finally ready to get off the entrepreneurs' roller coaster and hop on **the bullet train** to exponential growth? **Then they need to be in front of Pam.**

**Pam's magic is in how she engages with audiences from 1 to 1,000 and leads them to enthusiastically embrace what they've learned and put it in to action immediately.**

Your audience will learn how numbers matter -- what the numbers mean and how they tell a business story -- and why numbers lead to confident decision-making.

They will understand how a negative subconscious money story can constrain their business and, critically, how to reframe that mindset to accelerate healthy growth. All with very practical tools and action items.

Pam is laser-focused on changing finance and accounting from a terrifying nightmare to a peaceful, easy to understand dream for her clients and audiences, and she has been described as everything from a "CFO Quarterback" to a "Financial Fairy Godmother", to a "Finance Friend in the Foxhole".

And this CPA with an MBA is so confident in her clients' potential and so grounded in her own expertise, that she delivers much-needed financial adrenaline and clarity directly into the hearts and heads of everyone she meets with a servant's heart and an unstoppable energy and wit.

Clear away the muck and mystery around your finances, so you can focus on your goals with full peace of mind... and a full night's sleep!



Ka-Ching! They say the CFO role should pay for itself, and this book will pay for itself many times over. Chapter 4 “signature exercises” alone will save business owners many thousands of dollars. Whether you’re looking to add a bookkeeper, part-time CFO, or full-time CFO, this book is an eye-opening must-read.

**BY KATE LABROSSE**

Best-selling author and Founder of Kate LaBrosse Consulting



Not only is Pam super savvy and extremely generous, but her experience was perfect for what I needed to solve. I got so much value [from her] that my heart was actually pumping fast! Pam was the kind of human being that stirs the spirit.

**BY JULIE KOWALSKI**

Founder, Creative Partnerships



There are so few professionals in the accounting and finance industry who really understand entrepreneurs. Pam’s different – she is an entrepreneur. She’s been one step ahead of the game the entire time. I have never been as confident as I am with my books right now working with Pam.

**BY ALEX CHARFEN**

CEO and Co-founder at CHARFEN



Pam assured me that being on top of the numbers would actually feel empowering, and she was right! She helps you by equipping you with the knowledge you need to make great decisions and even bigger plans. Pam makes the difficult stuff feel easy.

**BY SHARON POPE**

Author and Certified Relationship Coach



We will definitely invite Pam back to our event next year; her energy fills the room, and she makes each attendee feel like the most important person in the room.

**BY ANGELA LAURIA**

CEO & Founder, The Author Incubator

# THEY LOVE ME



## AS SEEN ON



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## CONTRIBUTING AUTHOR

COSO Guidance for Smaller Public Companies Reporting on Internal Control  
Over Financial Reporting (Committee of Sponsoring Organizations of the  
Treadway Commission.)

October 2005

## MEMBER-AT-LARGE

Sarbanes-Oxley Advisory Group to PCAOB (Public Company Accounting  
Oversight Board) – Board of the Security and Exchange Commission (SEC)  
Congressional non-profit oversight company



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