RYAN KIRCH

CFO and COO who builds AI systems

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SUMMARY

CFO and COO with 25 years of leading finance and operations for venture-backed, private equity-backed and public companies, from pre-revenue to $100M in annual sales. Closed more than $150M in equity and debt, ran audits to PCAOB and SEC standards, and led acquisitions, a reverse merger and a spin-out. Today serves as CFO for public and private companies through KirchWorks, and builds the AI systems that run them: Krystalize, a local-first, privacy-first platform OS for AI, and the KirchWorks platform, which gives client companies their ERP, e-signatures and CRM behind one sign-in.

EXPERIENCE

KirchWorks · **Founder; Interim and Fractional CFO and COO** 2022 – Present

Interim and fractional finance and operations leadership for private equity-backed, founder-led and growth-stage companies, plus the KirchWorks platform: one sign-in to each client's ERP (multi-tenant ERPNext with a QuickBooks connector, a cap table and notes app, and encrypted offsite backups), KirchWorks Sign e-signatures and CRM, built with AI agents.

CLIENTS

- **Cyphaira Corp. (OTC: CYPA)**, CFO and Treasurer (2026 – Present): finance, accounting, reporting and capital markets for an Oklahoma holding company with seven subsidiaries. Connected the group's QuickBooks companies to a multi-entity ERP on the KirchWorks platform, with a 19,500-document archive and a cap table and notes ledger.
- **Egerco**, CFO (2026 – Present): finance, from planning and reporting to the funding of projects, for a group that plans, finances, builds and operates infrastructure with public and private partners in Africa and Europe. Built its investor presentation in English, French and Italian, and its website in five languages.
- **Orange Grove Bio**, Financial Modeling and Investor Presentation (2024 – Present): financial model and a rebuilt investor presentation for a $50M biopharma investment and incubation firm.
- **The Big Sky**, Advisor (2023 – 2024): a B2B platform that uses AI, big data and human curation to map industry ecosystems.
- **Beauty Quest Group (BQG)**, Interim CFO (2023): all CFO functions for a private equity-backed maker of hair care products founded in 1959 (Rusk, Aquage, One-and-Only).
- **Secrets of Champions**, CFO, COO and Advisor (2022 – Present): a human-performance startup built on Nobel Prize-winning research on adaptive capacity and metabolism.

PROJECTS

- **Krystalize**, Founder and Lead Engineer (2026 – Present): a local-first, privacy-first platform OS for AI on the Mac: one front door to local and cloud AI models, memory the user approves before it is saved, agents and automations, and connectors to email, calendar, contacts and messages. Ships as a signed, notarized macOS app.
- **RealDistricting**, Builder (2025 – Present): a redistricting engine for all 51 US jurisdictions: equal population to the person, compact districts, counties kept whole where the law asks, and no race or party data.
- **Coaster**, Founder (2026 – Present): turns a restaurant's menu into a beverage program that sells: drink specials built from the food specials, pairings by course and talk tracks for servers. Pre-launch, with a beverage knowledge base of 3.09 million products.
- **Unhold**, Co-founder and CTO (2026): AI-made music for callers on hold: personalized, adaptive and real-time, with no music licensing.

Videri · **CFO and COO; Interim CEO; Director** 2014 – 2022

App-driven, cloud-orchestrated digital display platform: more than 100,000 digital canvases in 25 countries, including the largest digital advertising project in history for New York City Transit (MTA). Joined as employee #3. Interim CEO 2021 – 2022. Elected to the board in 2021.

- Grew the business from pre-revenue to $100M in annual sales, closing the contracts behind its main sources of revenue and capacity, including the largest out-of-home advertising firm in North America.
- Closed more than $100M of private equity and venture equity and debt at rising valuations, plus key supplier credit facilities.
- Negotiated manufacturing and supply chain agreements with the largest OEMs in China, Taiwan and South Korea, and built the supply chain that delivered more than 100,000 units to 25 countries through US, EU and Canadian subsidiaries.

- Led the NetSuite ERP implementation from design to launch, including web commerce, supplier, warehouse and channel EDI integration.
- Ran annual audits from 2015 through 2021 to PCAOB and SEC standards. Secretary of the Board. Ran investor relations, the cap table (Carta) and stock compensation plans.
- Raised gross margins by 20% by realigning pricing models and sales KPIs.
- Led the spin-out of the consumer business: $12M+ in annual savings and a return to profitability for the segment after 3 years of losses.

Deluxe Media Services and MediaRecall · **VP Sales and Operations; Founder, CFO and COO, MediaRecall** 2008 – 2014

Deluxe Northvale: postproduction and content distribution for A+E, HBO, Viacom and Sony. Deluxe MediaRecall: metadata, digital asset management and monetization for owners of large video libraries. Deluxe exceeds $1B in sales.

- Founded MediaRecall, secured two acquisition offers of $10M to $25M, and led due diligence and closing on its sale to Deluxe in 2010.
- Doubled revenue from 2008 to 2009 and grew it by 1000% from 2010 to 2012, closing contracts with BBC, CBS/MTV, Disney/ABC, Getty Images, Harpo Studios, Hearst, MLB, NHL, NBCUniversal, Ralph Lauren, UFC and other global media companies.
- Sold, designed the workflow for and launched the project to digitize the world's largest sports video library: 700,000 tapes for NBC Sports and Olympics. Closed the deal to digitize all 3,300 hours of Johnny Carson's Tonight Show.
- Launched searchable video platforms for several national sports leagues in 2012.
- Ran a 2,000-person distributed workforce. From 2013, ran Deluxe Northvale: a 20,000 sq. ft. facility with 60+ staff over three shifts and $50M in annual revenue.

Brekford Corp. / Tactical Solution Partners (now Rekor) · **Chief Financial Officer** 2006 – 2008

Publicly traded $20M homeland security technology company serving first responders, public safety, the military and government. Tickers TPSI, then BFDI; today REKR.

- Architected the reverse merger that took the company public. At first trade it had more than $9M of profitable trailing revenue and an $80M+ market cap.
- Led more than $44M of institutional debt and equity financing.
- Grew sales from $9.0M in 2005 to $17M in 2006 and $19M in 2007, cash-flow positive in 2007.
- Completed a three-year audit in under 6 months and cleared the registration statement review in 4 months. Led tax, SOX, internal control, SEC reporting, proxies and investor relations.

Patron Systems (PTRS) · **Controller and Manager of Special Projects** 2002 – 2006

Private equity and venture-backed security software company built by acquisition.

- Wrote the business plan and private placement memorandum, and helped close $8M of venture and institutional equity to acquire three companies valued at $19M.
- Re-audited three years of financial statements in six months, returning the company to SEC reporting compliance and re-listing on the OTCBB.

MD Consulting Services · **Director of Information Technology** (2001 – 2002): a web-based claims and eligibility app that improved processing time by 300%, HIPAA guidelines 2 years ahead of the deadline, and $1M of new annual revenue for an anesthesiology practice management firm.

PwC Consulting (IBM Business Services) · **Consultant** (2000 – 2001): designed and launched the data catalog for Transora, the exchange founded by nearly 50 consumer goods makers; it became 1SYNC, then 1WorldSync, and Walmart mandated it. Strategy work for Motorola, General Motors, Sprint PCS and Edward Jones.

The Melting Pot · **Manager** (1997 – 1998): ran the restaurant in Nashville, Tennessee.

EDUCATION AND LANGUAGES

MBA (MIS), Oklahoma State University, 2000 · Bachelor's degree in Neuroscience and Chemistry, Vanderbilt University, 1997 · English and Spanish (bilingual)

TECHNOLOGY

Finance and ERP: NetSuite, QuickBooks, Xero, Sage, SAP, ERPNext · Analytics: Power BI, Tableau, NetSuite Planning and Budgeting, Trovata, Excel · CRM: Salesforce, HubSpot, Twenty · AI and building: Claude, Claude Code, ChatGPT, local models (MLX), MCP, n8n