



# Yvonne Kanjanda

FRACTIONAL CFO & SPEAKER

"Helping Construction & Trade CEOs Fix Cash Flow Stress and Build Profitable Businesses That Last."

## *About me*

Yvonne Kanjanda is a Fractional CFO who helps construction, trade, and seasonal business owners stop stressing about cash flow and start building truly profitable companies. With over 20 years of corporate finance and accounting leadership, Yvonne has worked with multimillion-dollar organizations and now specializes in helping blue-collar CEOs translate their hard work into sustainable growth, retirement planning, and generational wealth.

She is known for making finance approachable and actionable for business owners who would rather be out in the field than buried in spreadsheets. Yvonne combines her professional expertise with her lived experience as a mom and entrepreneur, offering practical strategies that align with both business growth and personal goals.

## **SIGNATURE TOPICS**

- **Cash Flow Fix for Seasonal Businesses** – Why you always feel “cash poor” even when sales are booming, and how to build a system to keep your business afloat year-round.
- **Profitability Without Guesswork**– The simple numbers every construction or trade CEO should track to avoid living job-to-job
- **From Hustle to Wealth** – How blue-collar business owners can scale their company, pay themselves more, and set up a real retirement plan.
- **Breaking the Feast-or-Famine Cycle** – Cash flow strategies for contractors, landscapers, HVAC, and moving companies.
- **The CFO Mindset for Trades** – How to think like a CEO (instead of just an operator) so you stop leaving money on the table.

## SAMPLE INTERVIEW / HOST QUESTIONS

- What's the #1 mistake you see construction and trade businesses make with their money?
- Why do so many profitable companies still run into cash flow crises?
- If a business owner only tracked 3 numbers each month, what should they be?
- What are the first steps to fixing a feast-or-famine cash flow cycle?
- How do you balance paying yourself, covering payroll, and reinvesting in the business?
- When should a contractor or seasonal business hire a CFO vs. just a bookkeeper or CPA?

## Featured In

- **Panel Speaker – NAWBO Nashville:** Shared my journey as a new entrepreneur and member
- **Co-Host – NAWBO Brentwood Coffee Connect:** Leading community conversations for women business owners
- **Guest – Mothers Conquering Together Podcast:** Discussed balancing motherhood and entrepreneurship, while sharing insights on financial clarity and the importance of planning for business growth



Please feel free to reach out for any questions.

## Book Yvonne



Based in Nashville, TN – available for in-person or virtual speaking



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