

William “Bill” Bartels

CHIEF FINANCIAL OFFICER AND CERTIFIED PUBLIC ACCOUNTANT

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Marietta, GA

Areas of Expertise

Operational Analysis
Strategic Planning
Executive Leadership
Leadership and People Development
Human Resources Oversight
Corporate Strategy and Development
Monthly Close Reporting
Business Consulting
Budgeting and Variance Analysis

PROFESSIONAL PROFILE

William “Bill” Bartels, CPA, serves as Chief Financial Officer of Spizzirri Law, LLC, bringing more than four decades of financial leadership to the firm. A licensed CPA in Georgia, Bill built his career leading finance, accounting, and operations for multiple companies, including serving as CFO and minority owner of two food service distribution companies that were both successfully sold. His approach is built on a simple premise: sound financial stewardship allows a firm to serve its clients well today while positioning it to grow with confidence tomorrow.

Bill's career spans annual budgets exceeding \$400 million, enterprise-wide financial reporting, and oversight of accounting, credit and collections, information technology, purchasing, and human resources functions. He began his career as a Senior Auditor with Deloitte in Atlanta, performing annual audits of retail, wholesale, and government entities, before moving into corporate financial leadership roles at Interstate Distributors, Willingham Corporation, and Customized Distribution, LLC. Across each engagement, Bill built a reputation for steering companies through both lean periods and rapid growth, developing the budgetary controls, recordkeeping systems, and investment strategies that support long-term financial health. Clients and colleagues alike rely on Bill for clear-eyed financial analysis and pragmatic, results-driven counsel.

46 +
Years in Finance

\$400M
Budgets
Managed

2
Companies Sold

CPA
GA License

Professional Background

Professional Summary

William Bartels serves as Chief Financial Officer of Spizzirri Law, LLC, bringing more than four decades of financial leadership, business consulting, and executive management experience to the firm. A financial executive with a proven record of guiding organizations through both periods of growth and lean operating conditions, Bill combines deep expertise in finance and accounting with hands-on experience in operations, supply chain management, and human resources. He is known for building and leading high-performing teams and for translating complex financial data into clear, actionable strategy.

Certifications

- Certified Public Accountant (CPA) — Active license, State of Georgia

Core Skills

- Operational Analysis
- Strategic Planning
- Executive Leadership
- Leadership and People Development
- Human Resources Oversight
- Corporate Strategy and Development
- Monthly Close Reporting
- Business Consulting
- Budgeting and Variance Analysis

Education

B.S., Accounting — Florida State University, Tallahassee, Florida

Professional Experience

Customized Distribution, LLC | Aug. 2009 – Jan. 2022

Chief Financial Officer | Norcross, Georgia

- Developed annual budgets of \$400,000,000, including creation of budgetary controls, recordkeeping systems, and investment management.
- Managed and led a team of six departmental managers across Accounting, Credit and Collections, Information Technology, Purchasing, and Human Resources.
- Built and employed strategies to achieve company vision and enhance operations.
- Prepared financial statements and completed annual audits; conducted detailed analysis of company financial information and supervised preparation of related reports.
- Analyzed operational issues and implemented corrective action plans to improve profitability and efficiency.
- Provided financial expertise to departments such as human resources and legal.

Willingham Corporation | Aug. 1994 – Aug. 2009

President and Chief Financial Officer | Atlanta, Georgia

- Oversaw budgets, payroll, and accounts payable and receivable.
- Responsible for information technology and human resources functions.
- Prepared financial statements and completed annual audits.
- Conducted detailed analysis of company financial information and oversaw preparation of related reports.
- Developed future financial plans to support company objectives.
- Worked closely with the audit team to prepare accounts and documentation and to conduct audits in accordance with all regulatory requirements.

Interstate Distributors, Inc. | Feb. 1985 – Jul. 1994

Chief Financial Officer | Norcross, Georgia

- Held responsibilities substantially similar to those at Customized Distribution, LLC; Customized Distribution was founded following the expiration of applicable non-compete covenants.

Deloitte | Sept. 1976 – Feb. 1985

Manager, Big Four Accounting Firm | Atlanta, Georgia

- Performed annual audits of retail, wholesale, and government entities, supervising staff accountants.