

**SALLY GAY FREEMAN**  
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## QUALIFICATIONS

- Analytical and meticulous professional with thirty years of diverse management, project and data/systems implementation experience
- People oriented collaborator and energetic leader who enjoys motivating employees to effectively achieve goals under high demand environments while meeting deadlines and goals
- Superb interpersonal communication skills with ability to troubleshoot and resolve problems effectively
- Excellent leadership skills to plan, organize, and lead others in a team environment with proven results
- Extensive information systems experience with diverse software skills
- Education includes BBA in Accounting from University of Texas (1985), MBA from Thunderbird School of Global Management (1992), study abroad in Italy and Japan
- Certified Public Accountant

## EXPERIENCE

### Consultant

October 2019 – Current

### Zin Zep LLC

Boise, Idaho

Provide accounting and financial expertise to small and medium sized businesses to ease worry and anxiety about the financial part of operations by developing a plan, cleaning house and getting management and staff on track with a sustainable plan that keeps them on track so that you can focus on your primary or more pressing objectives. Currently ongoing controller of [The American Prospect](#). Other clients include [VisitPay](#), [Classic Design Studio](#) and various other small businesses.

### Owner/Publisher

August 2001 – October 2019

### Boise Weekly

Boise, Idaho

Owned local alternative newsweekly for 18 years. Increased revenue and circulation while developing strong existing brand with web and social media growth to increase value of the company. Sold Boise Weekly to Adams Publishing Group in August 2018 and stayed on as leader until October 2019.

### Project Manager Application Development

January 2000 – August 2001

### National Airlines

Las Vegas, Nevada

Hired by client to continue management of information systems projects for various functional groups within the company. Primary tasks include implementation of a Revenue Management System application and Groups Management Application and Human Resource system to manage growing staff, both on schedule and under budget. Continued to work towards functionality enhancements and reporting enhancements of all systems while juggling various projects in developmental stages for the applications team

### Senior Systems Analyst Consultant

July 1999 – January 2000

### Resources Connection

Las Vegas, Nevada

Manage information technology systems projects for Finance, Human Resources and Strategic Planning groups at a technologically innovative start-up client in the airline industry. Primary tasks included implementation of Purchasing, Maintenance and Inventory Management System, evaluation and proposal for Human Resource Management System, evaluation and proposal for revenue management system and further development of various tools to support the web-deployed infrastructure.

**SALLY GAY FREEMAN**

**Director of Mergers and Acquisitions**

Sept. 1998 – May 1999

**Chancellor Media Corporation**

Dallas, Texas

Directed integration of financial management of company expansion into outdoor advertising business and other media acquisitions. Developed full accounting back office to support the outdoor business for the company. Directed all systems conversions for acquired subsidiaries. Managed special projects due to fast and excessive growth in the company. Conducted due diligence investigations on prospective acquisitions. Initiated and managed implementation of a consolidation tool for expanded corporate financial reporting.

**American Airlines, Inc.** (Jan. 1994 – Sept 1998)

Dallas, Texas

**Director of Financial Systems**

Oct. 1997 - Sept. 1998

**American Airlines, Inc.**

Dallas, Texas

Promoted from system implementation project to manage SAP R/3 financial systems group of thirteen analysts and eight programmers responsible for system maintenance, support, enhancement and continued system development and implementation.

**SAP Financial Systems Team Lead**

Jan. 1996 – Oct. 1997

**American Airlines, Inc.**

Dallas, Texas

Team lead responsible for the implementation of the SAP R/3 General Ledger System. Managed and reviewed work of seven team members. Responsibilities included managing change integration and facilitating communication with over 40 key stakeholders representing over 800 general ledger users. Developed and managed work plans for each phase of the project. Completed analysis, design, construction, testing and implementation phases of the project on time and under budget.

**Senior Financial Analyst**

Jan. 1994 - Dec. 1995

**American Airlines, Inc.**

Dallas, Texas

Promoted to senior analyst in specialized corporate oversight group developed to validate and analyze the balance sheet. Developed ad hoc analyses to support operational and financial decisions. Controlled monthly budget analysis and coordinated special projects for Controller Staff Group. Performed accounting required for capitalization, depreciation, and retirement of corporate assets according to GAAP and AMR policy.

**Manager/Controller**

Jan. 1993 – Dec. 1993

**John Hardy Collection Ltd.**

Bali, Indonesia

Managed all aspects of designer jewelry manufacturing and exporting company. Prepared and analyzed financial statements. Coordinated audit carried out on Hong Kong corporation. Evaluated and restructured financial accounting system. Advised owner on international tax concerns, joint ventures, and investment opportunities in the Pacific Rim.

**Business Manager**

Jan. 1991 - Jan. 1992

**The Plaza Club**

Bryan, Texas

Adhered to Club Corporation of America (CCA) policies as a full member of the management team. Responsible for all accounting matters related to the club. Prepared and analyzed financial statements. Structured annual financial budget. Reviewed internal controls. Analyzed Club's financial position utilizing managerial reports.