Stop Making Big Decisions From Small Financial Clues

MARKET & MARGIN
Boutique Solutions for Complex Needs

Kelly Mattarocci

CPA, MBA | Founder, Market & Margin™
Host of The System of Money™ Podcast



ABOUT KELLY

Kelly shows business owners how to turn financial uncertainty into clear decisions, stronger accountability, and scalable growth. With over 30 years of experience, she translates complex financial concepts into practical operating choices that strengthen cash flow and enterprise value.

30+
YEARS EXECUTIVE EXPERIENCE

CPA + MBA
FINANCIAL & BUSINESS CREDENTIALS

4 sectors
ADVISORY EXPERIENCE

SPEAKING TOPICS

01 The System of Money™

How owners gain visibility, control, and confidence in their finances.

02 Build a Company That Doesn't Need Your Permission

Decision rights, accountability, and scalable leadership systems.

03 Why Profitable Companies Run Out of Cash

The hidden dangers of managing a business by its bank balance.

04 The CEO's Financial Dashboard

The five numbers every founder should know before a major decision.

Best for Founders, CEOs, leadership teams, and business owners ready to operate with more clarity and confidence.

The Core Promise

Your audience will leave knowing what to look at, what to change, and what to do next.

Practical financial leadership for founders who want clarity without turning the session into an accounting lecture.

KEY TAKEAWAYS

- Improve cash flow visibility
- Reduce founder dependency
- Make better strategic decisions
- Create scalable operating systems
- Build leadership accountability

BOOK KELLY TO SPEAK

kelly@marketandmargin.com
marketandmargin.com
LinkedIn: Kelly Mattarocci