

## **Pacific Crest Group Helps CB'a Brand Engine's Expansion By Providing Solid Back Office and Accounting Foundation**

*Leading Branding Agency Turns to Pacific Crest Group to Manage Bookkeeping, Payroll, and Automate Expenses and Timesheets*

LARKSPUR, Calif. (August 9, 2011) – Pacific Crest Group ([www.pcg-services.com](http://www.pcg-services.com)), the Bay Area service firm that optimizes finance, human resources, and IT so their clients can build their business, has been helping Bay Area start-ups and small businesses build the back office infrastructure they need for growth. One Sausalito branding agency, CB'a Brand Engine, has been working with Pacific Crest Group to help the company expand following its recent launch as a new joint venture of two established branding firms, and the opening of a Chicago satellite office. Thanks to Pacific Crest Group's expert accounting and CFO-for-hire services, the launch of the newly formed CB'a Brand Engine has been smooth and seamless for its clients.

CB'a Brand Engine is a branding and design company that provides naming, product design, and packaging for a variety of consumer brands such as Hewlett-Packard, Avery Dennison and Purina. According to Will Burke, CEO of CB'a Brand Engine, when Sausalito-based Brand Engine started the new joint venture with the French branding firm CB'a Brand Ignition, they had to integrate their operations in such a way that it would not disrupt their current business. This required creating an umbrella company to centralize accounting and expenses, while not affecting billing structures for clients.

"Working with Pacific Crest Group has really helped smooth our transition as we merged the two companies," said Burke. "Their accounting professionals are sticklers for creating well-defined accounting procedures, and making sure we have the right structure in place and the right people to make sure those procedures are followed. Creating that foundation made it easier for us to manage expenses, payroll, and cash flow, and still keep things simple for our clients."

The newly formed CB'a Brand Engine also opened a Chicago office to support a large client contract. As part of the expansion, Pacific Crest Group added new software to handle timesheets and expense reports. They also set up virtual access to accounting resources so employees from any location could access the same forms and procedures. As Burke puts it, "Now we are a single office which makes account procedures a lot easier. "

Burke also relies on TJ Van Voorhees, one of Pacific Crest Group's founding partners, to lend his expertise to guide the firm's growth as outsourced CFO. "We have established a level of trust with TJ," said Burke. "He understands the goals of the business and offers expert advice on how to achieve those goals. And since he is coming in from the outside, I know we can count on him for objective, honest counsel."

## **Pacific Crest Group**

Back Office Solutions for Bay Area Businesses

<http://www.pcg-services.com>

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### **About Pacific Crest Group**

Pacific Crest Group works with entrepreneurial organizations to help them unleash their potential by eliminating the friction and chaos caused by business processes. Founded by a team of entrepreneurs with expertise in accounting and finance, Pacific Crest Group has built its reputation by identifying organizational needs and opportunities for improvement, and optimizing financial procedures, computer systems, and human resources so clients can focus on their core business. Pacific Crest Group approaches financial and business management like a consulting physician, with an understanding that some problems can be isolated and fixed while others need a more holistic approach. The result is eliminating obstacles such as broken financial processes or cumbersome IT systems so clients can focus on business growth.

The firm is based in Larkspur, California. For more information, visit Pacific Crest Group online at [www.pcg-services.com](http://www.pcg-services.com).

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