



## Situation

Veracity Consulting, founded in 2006 by Angela Hurt, is a tech consulting team delivering customized IT solutions for customers and bridging the gap between business and technology. Hurt first met Whitlock Partner Chuck McCann through an acquaintance in Kansas City and decided to move her business to Whitlock after partnering with another local firm for more than 10 years.

When Veracity's in-house CFO needed assistance developing processes, Hurt engaged Whitlock to have McCann mentor the CFO who later resigned, leaving Veracity with a gap in financial services.

## Solution

The Whitlock team filled a six-month gap for Veracity, handling all of the company's outsourced accounting needs while Hurt searched for, hired and onboarded a new controller. Whitlock's team trained Veracity's new controller on-site at Whitlock's Kansas City office for six months, preparing him to step into the role and—eventually—hire his own team.

Whitlock has since reverted back to providing outsourced CFO services to Veracity, assisting with tax planning and preparation services and financial forecasting, and providing ongoing consultation for strategic business decisions.

## Results

Veracity's in-house financial team has grown to three employees and they continue to utilize Whitlock for their accounting and tax needs three years later. Hurt said she appreciates the personal relationship and trust she has with McCann, who serves as the company's acting CFO, and the firm's credibility and consistency.

"We value our partnership with The Whitlock Company. We love their flexibility, and knowing we can scale up and back as needed provides our team peace of mind," Hurt said. "Chuck has been an excellent partner and financial advisor for our business."