

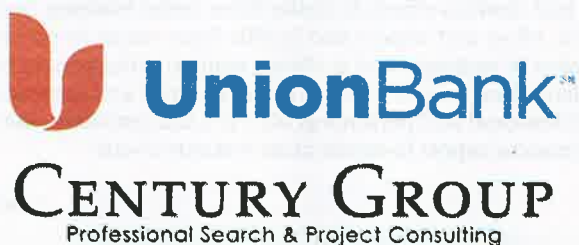
CFO OF THE YEAR

2009



The Business Journal's CFO of the Year event was held at the Millennium Biltmore Hotel.

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Publisher's Letter



WELCOME to our third annual Los Angeles Business Journal CFO Awards special supplement, in which we celebrate the efforts and achievements of those too often unsung heroes of the corporate space.

Every successful company in Los Angeles owes a tremendous debt of gratitude to the Chief Financial Officers of their respective businesses, each of whom plays a key role, not only in the success of their companies, but in the success of the Los Angeles financial community as a whole. So to all the great CFOs profiled in this volume we say thank you!

This issue sheds some additional light on the nominees and honorees we celebrated at our CFO Awards luncheon on Tuesday, September 8th at the Millennium Biltmore downtown.

The list of prestige nominees — each an example of excellence in the field of financial business stewardship — grew this year, largely as a result of our successful event last year, which is great — but made it even more difficult to arrive at the honorees. Six hon-

orees are announced in this section in six categories — Large Public Company CFO, Large Private Company CFO, Non-Profit CFO, Small Public Company CFO, Small Private Company CFO and the prestigious President's Award. We applaud each of the nominees and honorees — all of whom are described in these pages.

We hope you enjoy this special section, which contains some insights on what exactly it means to be a CFO in today's business climate, as well as profiles of each of our esteemed CFO Award nominees and honorees.

And again, congratulations to all the great CFOs in Los Angeles who tirelessly contribute to the bottom line of your businesses, and ultimately, our business community as a whole.

Best regards,

Matthew A. Toledo
Publisher & CEO

Los Angeles Business Journal's Third Annual CFO of the Year Honorees

CFO OF THE YEAR: PRESIDENT'S AWARD

THOMAS TIPPL, ACTIVISION BLIZZARD



Thomas Tippl joined Activision as its CFO in October 2005, after 14 years of financial management experience at The Procter and Gamble Company. At that time, Activision was the number two ranked company in the video gaming industry, finished the fiscal year with \$1.5 billion in net revenues and \$18 million in operating income, and had a market capitalization of about \$4 billion. Just 3½ years later, Activision is recognized as #1 in the industry, finished the most recent fiscal year with \$5.0 billion in comparable basis net revenues

and \$1.2 billion in comparable basis operating income, and has a market capitalization of about \$16 billion.

Through Tippl's leadership and operational discipline and execution, Activision, its employees, and its shareholders have enjoyed tremendous success. Strategically, Activision has greatly expanded its portfolio, including entering the music genre (with Guitar Hero), the racing genre, and the massively popular multi-player online gaming world through a merger with Blizzard Entertainment and its franchise of World of Warcraft. In addition, the company has expanded its international operations and capability. Under Tippl's leadership, the company successfully restructured and integrated the historical Activision and Vivendi Games businesses (which included Blizzard Entertainment), in less than a year, and is now positioned for strong future growth opportunities.

Organizationally, through Tippl's guidance and coaching, the Finance and Accounting organization at Activision has scaled in capability to meet increasing business challenges. As a result, the company's board further expanded Tippl's role to Chief Corporate Officer, in March of this year, in addition to CFO, with responsibility for Human Resources and Legal Affairs in addition to Finance and IT.

CFO OF THE YEAR: LARGE PRIVATE COMPANY

NICK GREENKO, TANGRAM INTERIORS



Nick Greenko is the CFO of Tangram, the largest privately-owned dealership for Steelcase, Inc. in the Western half of the United States. Like most CFOs in corporate America, Greenko assumes all the financial responsibilities that come with his title. But beyond that, Greenko is an integral member of Tangram's executive team. He is the provider of key financial and economic insight that influences company leadership's daily strategic decisions that form Tangram's financial policy.

When Greenko arrived at Tangram seven years ago, he successfully demonstrated the keen ability to transform a company with a dismal balance sheet into a healthy, growing and profitable built-to-last business. Years ago, he possessed the foresight to lead proactive measures to not only prepare Tangram to survive today's recession.

Greenko is also known as a master communicator. His speaking style and listening skills have a natural tendency to enhance interpersonal relationships — from serious and sensitive discussions to partaking in humorous dialogues with funny adlibs and metaphors.

Not only does he impress the people he works with, but he's a person that helps win business when introduced to potential clients. Greenko is also a coach and mentor to many at the company. Those who work closely with him appreciate his subtle and obvious efforts to make them better business people. He values trust, intention, effort and respect and instills these values in others. Greenko welcomes expression of opinions and is always ready to offer perspective. He knows when to challenge and knows when to offer guidance and assistance to help one reach their professional and personal goals. He's also probably one of few CFOs to have sung a financial report to music at an industry event!

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