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HilRod Group, Inc. is a professional service firm providing corporate financial planning for emerging and established businesses. We specialize in the creation of short and long term comprehensive business plans used for both management control and for presentation to the appropriate capital sources. Services also include mergers and acquisitions, debt restructuring and strategic planning.

Experienced financial executives provide hands-on consulting services. We feature realistic evaluations of the feasibility and risks of new ventures and start-ups as well as a thorough analysis of the capital needs. Business plans can be used as operating guides for entrepreneurs in rapidly growing companies, therefore reducing the risk associated with rapid growth by anticipating funding requirements and providing operational and financial controls. Turnaround business plans with a focus on profit enhancement can effectively match revenues and expenses in order to develop a position of solid profitability. Asset and liability management is evaluated for compatibility with the company's marketing strategies.

As today's corporate environment has increased in complexity, executives need flexible yet experienced resources as well as specific technical skills to enhance their operations. We work in partnership with our clients to provide them with consultants who facilitate change management or performance enhancement on a project basis. Those projects could include budgeting, forecasting, financial analysis or working with the client to bring value through understanding and managing the financial aspects of their organization. Short and long term financial leadership is provided on an on-going basis through HilRod's CFO Services.

HilRod Group Professionals maintain long-term relationships with financial resources to enhance their corporate services including growth capital through placement of senior debt and securing private equity and seed capital.

Mrs. Rodriguez is a licensed CPA in Florida. She is a member of both the American and Florida Institutes of Certified Public Accountants and a Fellow with the Georgia Society of CPAs. Mrs. Rodriguez is a graduate of the University Of South Florida College Of Business Administration with a Bachelor of Arts and a Master of Accountancy. She is a member of Phi Kappa Phi and Beta Gamma Sigma National Honor Societies and alumni of Beta Alpha Psi National Honorary Accounting Fraternity. Mrs. Rodriguez is an active member with the Atlanta Venture Forum, Inc., Association for Corporate Growth, Turnaround Management Association, National Association of Women Business Owners and The Women's Finance Exchange. She serves on a variety of committees with the Georgia Society of CPAs including the Management Advisory Services, Healthcare and Financial Institutes committees. She serves on numerous boards and is the moderator of several entrepreneurial roundtables. Mrs. Rodriguez is active in fund raising for the Atlanta Women's Foundation, the National Association of Women Business Owners and the Susan G. Komen Breast Cancer Foundation.