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Contact:

Carolyn McKibbin

The Ictus Initiative

617-230-4886

Carolyn@IctusInitiative.com

Executive Finance Coach Turns Sense into Dollars

LOS ANGELES, November 14, 2007—Executive Finance Coach Gene Siciliano, a committed educator in the field of business finance, offers CEOs and senior executives coaching lessons in finance that will help them overcome critical gaps in their business and personal knowledge base. Siciliano has two coaching formats: one is for the CEO who would like to better his or her understanding of vital financial concepts, and the other is for the already financially-savvy leader who wants to get his or her key people up to a higher level of financial awareness.

“While I can’t promise to give people a better understanding of their own company than their CFO can,” says Siciliano, “I do promise to help my clients gain a working knowledge of the concepts, the reasons why, the often arcane terminology, the application of the metrics, ratios, and comparisons, and more.”

Siciliano’s coaching programs are designed to provide a maximum of benefits for both the short and long term, all in a time-efficient format. In combining education and consulting and blending his clients’ specific learning needs with a broad learning outline based on his book, *Finance for Non-Financial Managers* (McGraw-Hill 2003), his programs allows for a focus on immediate issues while mastering the financial concepts that will most effectively drive future financial decisions.

Siciliano’s coaching programs enable CEOs and other executives to:

- More confidently describe the information they want but don’t have
- Better evaluate the performance of their CFOs and other financial staff
- More confidently communicate with their boards of directors, even when some directors are financial experts
- Quickly analyze the financial health of a company, its liquidity, financial exposures and opportunities
- Read a financial report with the conviction that nothing is being missed

“My work with Gene Siciliano has been the critical factor in my success during my first two years as CEO,” says Blaise Simqu, President and CEO of Sage Publications, and a current coaching client.

In addition to his coaching services, Siciliano is an award-winning member of the National Speakers Association and has spoken at hundreds of business associations and companies throughout the country. Siciliano, also known as “Your CFO for Rent®,” has

a combined 30 years of experience as a business consultant in general management. His articles on financial management and cost control have appeared nationally in *Management World Magazine*, *Professional Speaker*, *Sharing Ideas*, *Free Enterprise* and his firm's newsletter "We Thought You'd Like to Know™."

For more information on Gene Siciliano, please visit **www.ExecutiveFinanceCoach.com**. To contact Gene for an interview, please contact Carolyn McKibbin at 617-230-4886 or **Carolyn@IctusInitiative.com**.

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