



# WAYNE RICHARD

*Author of A Detailed Guide to eCommerce Accounting, Host of the Bean Ninjas podcast, Partner and Chief Operating Officer at Bean Ninjas.*

**KEY FOCUS:** Solving cash flow and profitability challenges with 6-figure + eCommerce operators.

## SUGGESTED INTRODUCTION:

Wayne is a management accountant who forged a 15-year career with tech heavyweight Hewlett Packard before starting his own cloud accounting firm in Tucson, Arizona.

Fate (and the Internet) brought him to discover Bean Ninjas via a blog post. Two years later and Wayne's involvement with Bean Ninjas had grown from a blog comment to a contractor and eventually equity partner.

When Wayne isn't managing a global team and equipping entrepreneurs with the financial tools they need to enjoy business success and lifestyle freedom, he's being an everyday superhero to his wife and five children.

Wayne is Bean Ninjas resident e-commerce expert.

He is also the resident CFO for aDmission mastermind and has been featured in Insightful Accountant, Fundbox, TaxJar and A2X blogs as well as popular podcasts including Future Proof You Podcast for Working Dads, Business Beyond Borders, Global From Asia, Mads Singers Management Podcast, Build a Bigger Life, and Where Accountants Go! - Accounting Careers Podcast

## INTERVIEW TOPICS

- 5 eCommerce Accounting Mistakes and How to Avoid Them
- 9 financial Metrics eCommerce merchants need to review monthly
- How Top 6-figure+ Ecommerce Sellers Are Coming Out on Top During a Pandemic/Recession
- How to Motivate Others by Being a Visionary Leader and a Better Coach
- Building a Bigger Life Through Body, Being, Balance, and Business



*"It's only been 2 weeks since the talk and I feel like I got to understand cash flow, projection, etc. of the business a lot better and have all the organized reports and numbers at my fingertips.*

*It was such a blast listening to Wayne, and yes talking about finance and numbers can be fun! "*

- Jacqueline Chang,  
COO at Savage Digital

## CONNECT WITH WAYNE

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