jwgalphin@gmail.com

WELLS GALPHIN

A decade in accounting and finance taught me the backside of a business. Now I work with lenders and leadership at every level to build the consumer financing platform for a nationwide roofing company, turning a function built to count costs into one that drives revenue.

PROFESSIONAL EXPERIENCE

Vertex Service Partners (VSP), Charlotte, NC **October 2023 – Present**

Director of Business Solutions (May 2026 – Present)

- Built and run the consumer financing function for VSP's partner network, managing our lending partner relationships
- Built an internal financing website with a live decline dashboard, so leadership and the field can see underwriting and partner performance without waiting on the weekly recap
- Built the margin model we use to weigh discount, fee, deposit, and commission levers against gross margin and EBITDA targets, and used it to grow financing penetration and catch stacking and underfinancing gaps across the partner base
- Pitched leadership on a new Deal Recovery team, built around the decline dashboard, to go back after finance declines and cancellations instead of writing that revenue off
- Leading the rebuild of our point-of-sale financing experience inside the financing platform, getting it ready for the 2027 busy season
- Designing the weekly Leadership Financial KPI report to run on live data and read as a PDF, instead of being pieced together by hand every week
- Review and negotiate lender and dealer agreements, and flag contract risk before anything gets signed

Regional Controller (October 2024 – September 2026)

- Provide regional financial oversight for two partner companies across five operating locations, with direct leadership responsibility and influence across accounting and operational teams.
- Play a central leadership role in the enterprise-wide implementation and post-implementation optimization of a new ERP and CRM platform, ensuring alignment with VSP's long-term technology and scalability strategy.
- Serve as liaison between finance and operations, proactively developing and standardizing SOPs to drive consistency, transparency, and best practices across the platform.
- Leverage automation and business intelligence tools to reduce manual processes, minimize risk, accelerate reporting timelines, and enhance data-driven decision-making.
- Support and influence the formal budgeting and forecasting process, delivering business-specific forecasts informed by market conditions, operational drivers, and strategic initiatives.
- Appointed Head of the Culture Committee, driving enterprise-wide engagement initiatives and hosting a company-wide podcast to strengthen alignment, visibility, and culture across a growing national platform.

Assistant Controller (October 2023 – October 2024)

- Scaled the accounting team from three to eight – 3 regional controllers, VP of Accounting, four staff – to support the growth of Partnerships.
- Built first formal budgets for the original six partners to roll into a consolidated corporate budget to align with strategic plan.
- Redesigned the Monthly Financial Reporting Package (FRP) to provide the C-suite and external stakeholders the tools to evaluate performance over T1M, TTM and LTM periods.
- Rebuilt FRP internal data sourcing to accommodate the new ERP implementations as well as combine the legacy systems to populate seamlessly into one consolidated file.
- Collaborated directly with external audit partners to drive success of the first-year audit.
- Acted as in-house accountant to new partners who were either lacking that position or lost position during the transition to being a part of VSP

INCENTER MORTGAGE SOLUTIONS, Charlotte, NC **July 2019 – October 2023**

Accounting Manager (previously Senior Accountant) (July 2019 – October 2023)

- Owned the preparation and distribution of monthly and annual financial statements, including variance analysis presented to the CFO and business leaders.
- Supported parent company through IPO implementation.

COHNREZNICK, Charlotte, NC **October 2016 – July 2019**

Audit Senior (July 2018 – July 2019)

Audit Associate (October 2016 – June 2018)

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EDUCATION

APPALACHIAN STATE UNIVERSITY, Boone, NC
Master of Accountancy, August 2016
Bachelor of Science in Business Administration: Accounting, May 2015

TECHNICAL SKILLS

Skeps, Snowflake, Claude, Claude Code, SAGE, Service Titan, Costar, BI360, MS Office (advanced Excel), Microsoft SL Dynamics, CaseWare, Workiva

LEADERSHIP

BOY SCOUTS OF AMERICA TROOP 218, Wilmington, NC
Eagle Scout, May 2010