



JULIE ROBACK

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As co-founding member at Roback & Bialy CPAs, Julie Roback offers a proactive, strategic approach to maximizing operational efficiencies and improving financial performance. Known for her dependable nature and passion, Julie's expertise lies in implementing systems, creating better optics for forecasting/budgeting, and optimizing cash flow to scale any size business from start-ups to multi-billion dollar organizations.

Roback began her career in public accounting with Coopers & Lybrand where she developed an expansive foundation of assurance services and management skills advising clients ranging from start-up enterprises to Global 100 corporations.

In 1996, Julie would begin her 18-year tenure at Kelly Services, Inc., a global leader in workforce solutions offering staffing and outsourcing & consulting solutions. Julie's earliest leadership positions at Kelly Services included Director of Strategic Support, Controller, and Senior Manager of Financial Reporting and Analysis.

From 2009-2012, Roback held the position of Senior Director, Global Supplier Relations Lead at Kelly. She led a shared services team providing on-boarding, compliance and supplier management for more than 5,000 suppliers on approximately 300 programs, totaling over \$3 billion in supplier spend annually.

Evolving into the Global Operational Analytics Lead, Julie developed a recognition program to reward exceptional performance which increased employee retention rates by 15% at Kelly.

With a new title of Senior Director of Talent Supply Chain Analytics in 2013, Julie redefined structures, policies, processes and metrics to improve, standardize and maintain the quality of data across 70 customer-managed programs.

After Roback's successful career at Kelly Services, Inc., she became the Global MSP Controller and North America Finance Director at MSX, a leading global provider of technology-enabled business process outsourcing services to automotive manufacturers. While leading the accounting and finance department, she created a shared services department for North America. Julie also led the integration of MSXI's acquisition of MSP business into the organization's service delivery model of over 50 customers globally.

Starting in 2018, Julie served as the Chief Financial Officer and a member of the Executive Strategic Council at Allure Medical. She advised the CEO and leadership team on financial performance and identified opportunities for improvement and growth including acquisitions and greenfield locations. She helped the company grow from five offices in Michigan to 28 offices across eight states in just 18 months. Julie also implemented a new ERP system, Financial Planning & Analysis software, and predictive modeling.

Julie holds both a Master of Science in Finance and a Bachelor of Accountancy degree from Walsh College, with Magna Cum Laude Honors. She is also a Certified Public Accountant in the State of Michigan and is a Six Sigma Black Belt Professional.

Julie loves being active with her husband and two daughters. As a family, they are avid boaters and enjoy a sunny day on the beach. Julie has always had the travel bug and appreciates the experiences being immersed in different cultures and the great outdoors has given her. A special quote Julie carries in both her personal and professional life is, "A life spent helping others is a life filled with purpose."