

Fahrenheit Finance Launches to Provide Accounting and Finance Consulting and Staffing Solutions

Fahrenheit Finance, the newest member of the Hot Technology Holdings portfolio of companies, launches Jan. 4, 2010 to offer finance + accounting expertise via consulting and staffing services.

Jan. 4, 2010 - [PRLog](#) -- Fahrenheit Finance brings a new approach to the accounting and finance consulting and staffing marketplace. Rich Reinecke and Keith Middleton have joined forces with serial entrepreneur Karen Adams and Hot Technologies to launch the new firm. Fahrenheit Finance will deliver consulting, project support, staffing and permanent placement recruiting services to emerging growth, middle market and Fortune 500 companies. Rich Reinecke, founder of Career Quest, a successful Richmond based staffing and recruiting firm, will lead the firm's recruiting and personnel efforts. With 13 years of recruiting and providing staffing services under his belt, Rich has built a strong reputation of integrity and market leadership in providing top level accounting and finance talent. Rich and Karen first met through Rich's work within Richmond's business community, particularly the Venture Forum. Earlier this year Rich introduced Karen to one of her newest fast growth portfolio companies, PartnerJD.

Co-founder and partner Keith Middleton is a certified public accountant with over 20 years of public and private accounting expertise. He was most recently the corporate controller and a division CFO at Performance Food Group. Keith will lead the firm's consulting services. Prior to moving into corporate accounting, Keith spent over twelve years in public accounting providing advisory services to companies of all sizes across multiple industries. Together, Rich and Keith will listen to their clients and use their unique combination of experiences and expertise to help design a solution that fits the client's needs.

"We found that clients are looking for a marriage of accounting and finance services delivered in a different format. Our approach will be quite different from the traditional staffing firm model that just fills a seat," says Rich Reinecke. "Our blend of expertise allows us to bring a fuller and more practical perspective to the table when offering solutions to our clients." Fahrenheit Finance also creates an alternative option to a company's traditional outside accounting and consulting relationships. By combining consulting and project services with the ability to provide temporary and permanent staffing solutions, the firm will take a holistic approach to meeting clients' needs with experienced talent at a better value.

"Teaming up with Rich, who has built a solid reputation in the marketplace, is a win-win solution for our clients. I have been a buyer of consulting and staffing services for over ten years. I provided consulting services for the 10 years before that. Being able to leverage my experiences to help clients, coupled with Rich's expertise in finding the right person for the right job, will give our clients a better solution at a better value. Our goal is to deliver measurable ROI every time we deploy a resource to work on a project," says Keith Middleton.

The firm's consulting services will cover process improvement, S-Ox 404 implementation, SEC and GAAP support, acquisition due diligence and integration, internal audit outsourcing and other finance and accounting projects. Services will be delivered utilizing the high level of talent available for contract opportunities, particularly in today's employment market. Often, these experts have had exposure to both public accounting and industry settings and bring many years of valuable experience to the table. The company will continue to provide clients with traditional temporary staffing and full time direct hire services for roles from the CFO to a staff accountant to a payables clerk.

Fahrenheit Finance will use an already robust database of accounting and finance contacts and candidates built from the many years Career Quest has been serving the market. Joe LaBella, who has been with

Career Quest for 5 years and will be part of the Fahrenheit Finance team, says, “Building strong, lasting relationships has been a significant differentiator for us. The people we work with really know we take the time to understand the company, projects and candidates we represent, not just the roles and responsibilities. That is a big part of what makes us successful. Adding Keith’s experience and expertise, someone who has actually been in trenches as a controller and CFO, will give us a distinct advantage to our clients. He speaks their language”.

Being affiliated with Karen and such a successful family of companies made this partnership an easy choice for both Keith and Rich. Clients will benefit from having access to a huge array of services that they can leverage when needed. From Ironworks Consulting that supports business and technology solutions, to Genesis Consulting that specializes in SAP and Lean Agile, to Fahrenheit Technology who has a long history in IT staffing. Fahrenheit Finance will also have access to the legal experts at PartnerJD, a legal staffing start-up in the Hot Technology Holdings portfolio, and a 2009 Greater Richmond Companies to Watch winner.

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Fahrenheit Finance: Leveraging the Power of People When You Need Them. With a unique combination of experience and expertise, the team at Fahrenheit Finance designs solutions that fit your company’s needs, and provides consulting and staffing services to help you accomplish your business goals.

By offering a wide array of services, Fahrenheit helps companies implement new initiatives, solve problems and fill personnel needs. Fahrenheit Finance delivers consulting solutions, project support, staffing and permanent placement recruiting services to emerging growth, middle market and Fortune 500 companies. Our mission is to provide cost-effective solutions for our clients while offering solid career opportunities to our consultants.

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