

Peter Heald

Bio

Mr. Heald is an experienced leader and advisor with a background in developing leadership teams that drive growth. He believes that the keys to success for any business are a blend of culture, strategy, and execution. It starts with a clear vision, defined values, and a solid base of information to support informed decision making. He is an innovative executive with a focus on technology and a growth mindset. Pete joined Signature Analytics as Chief Executive Officer in 2016. Prior to Signature Analytics Pete worked with industry leading companies to drive profitable growth, implement and improve culture, and create service brands that stood for quality and professional integrity.

Signature Analytics is a local, outsourced fractional CFO and accounting firm, providing a custom approach to onsite accounting, financial, and business advisory services. Comprised of expert Accountants, Controllers, and CFOs, our team provides companies with the benefits of a full finance and accounting department, at a fraction of the cost. Signature Analytics' industry leading 5-step process for client success includes understanding the goals for the company, performing timely and accurate accounting, and delivering timely, accurate and relevant reporting to drive forward-looking decisions that improve business value, margins, cash flows, and more.