

Honoring the region's top chief financial officers

CFO *of the* YEAR

CFO FINALIST

Andreas Beck

CFO, Beyond Spots & Dots

It's not common for an assistant portfolio manager at a large investment firm like Federated Investors Inc. to switch gears and take the CFO post at a young advertising agency, but that's the career direction Andreas Beck took two years ago when he joined Beyond Spots & Dots. Beck wanted to help a new company grow. His early training sizing up businesses and crunching numbers has been put to good use: Beyond Spots & Dots has posted three-year compounded sales growth of almost 108 percent.

How would you describe your leadership style?

"I believe in creating an entrepreneurial, openminded and creative learning environment in the office, while at the same time being detail oriented and respectful of one another. If someone has an idea for improvement, I am always there to listen."

Why did you choose to focus on a financial career?

"Being entrepreneurial in business means taking risks. Accounting and finance lay the foundation. From hiring employees to strategic investments, accurate up-to-date income statements and balance sheets give professionals the information to make intelligent and informed decisions."

What technology/telecom device or gadget is indispensable to you – and why?

"Dual monitors. Having two screens



at my desk makes me more efficient."

What do you like best about what you do?

"Working with Beyond Spots & Dots has not only given me the opportunity to grow a company, but has allowed me to increase jobs in the Downtown area and help grow the city of Pittsburgh."

What's your best tip for managing money?

"Start investing early. I started investing at a very young age, and it has helped me tremendously. Continuously putting away money throughout your entire lifetime is critical for retirement."

What's the most surprising part of your job?

"The opportunity to work with so many inspiring, successful business owners."

Where do you want Beyond Spots & Dots to be five years from now?

"I would like Beyond Spots & Dots to continue to increase its credibility within the marketplace and become the top of mind advertising agency in the city of Pittsburgh."

– BY PATTY TASCARELLA