



Brad Helmholdt

Director
Finance Practice

608.213.9730

brad.helmholdt@growthoperators.com

<https://www.linkedin.com/in/bradhelmholdt/>

Brad is a finance leader with more than 15 years of experience helping organizations improve financial visibility, strengthen decision-making, and drive business performance. As a Director in the Finance Practice at Growth Operators, he partners with clients to translate financial data into actionable insights that support growth, profitability, and operational effectiveness.

His experience spans financial planning and analysis, financial modeling, valuation, operational finance, and business strategy across organizations ranging from small businesses to large enterprises. Brad is known for combining analytical rigor with practical business insight, helping leadership teams understand the financial drivers behind strategic decisions and operational outcomes.

In addition to his corporate finance experience, Brad brings a unique owner-operator perspective as a franchise business owner. This firsthand experience allows him to understand the challenges leaders face and provide practical, results-oriented solutions that balance strategic objectives with day-to-day execution.

Brad works closely with client leadership teams to strengthen planning processes, improve forecasting accuracy, and build financial frameworks that support informed decision-making and long-term success.

AREAS OF EXPERTISE

FP&A & Financial Modeling

Develops budgeting, forecasting, and financial modeling processes that provide leaders with the insights needed to make confident business decisions.

Strategic Finance & Business Partnership

Partners with executives to translate financial data into actionable strategies that support growth, profitability, and organizational objectives.

Operational Finance

Brings hands-on experience in P&L management, service costing, rate card development, and business operations to improve financial performance and operational efficiency.

INDUSTRY EXPERIENCE

Healthcare
Construction

Transportation
Home Services

EDUCATION

MBA
Carlson School of Management

BA Accounting & Finance
Bethel University

EXPERIENCE

Franchise Business Owner
Lifetime Green Coatings

Financial Valuation Independent
Consultant
Excelsior Business Advisors

Director of Finance
WellMed Medical Management

Finance Director
UnitedHealth Group/Optum

STRENGTHS

Ability to identify, assess, and close gaps

Digital Transformation

Presenting financial information to non-financial people

Proficient at developing new and more efficient processes

Strategic Business Partner

Strategic thinking



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