



Steve Cromwell

Chief Accounting Officer

Vision

Finance is an integral part of the business, but to truly understand what makes an organization tick you also have to look beyond the numbers, even if you work in finance. Adopting a human-first workplace is a strong return on investment for any business. There is a true formula behind assigning value for an employee. As a translator for HR leaders, I want to enable them to gain the buy-in and trust of their CFOs and deliver real impact to the business.

Internally, I am a steward of Workhuman and our growth journey. As a leader who acts in the best interest of the company, I provide a level of insight into the fiscal responsibility of our organization with a calm and steady approach to growth.

Expertise

- Financial management
- Business growth and momentum
- Scaling from a start-up to IPO

Biography

With two decades of experience in finance management across a broad range of companies, Steve joined the company as chief financial officer in 2005. Before that, Steve served as vice president of finance for Avaki Corporation, overseeing the negotiation and sale of the company to Sybase.

LinkedIn profile

[Steve Cromwell](#)

Speaking topics

- New formula for the value of an employee
- The business of connection

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Prior to Avaki, Steve was senior director, corporate controller of Allaire Corporation, now a part of Adobe, a leader in web application development tools, application servers, and content management software. At Allaire, Steve was instrumental in managing the financial infrastructure to support the company's growth from a startup to a public company with revenues approaching \$120 million. He has also served as director, corporate accounting at Interleaf, and held senior positions at Toyota and KPMG. Steve graduated summa cum laude with a Bachelor of Science in Accounting from State University of New York (SUNY), Binghamton. He is also a Certified Public Accountant.



Employee recognition is not a fluffy HR initiative. Strategic employee recognition increases the bottom line through improved employee engagement and performance.