Contact

www.linkedin.com/in/lianabertsch (LinkedIn)

Top Skills

Stakeholder Engagement
Team Management
Management Contracts

Languages

English
Armenian
Russian

Certifications

Negotiation Mastery
Chartered Financial Analyst (CFA)
Certified Public Accountant (CPA)

Liana Bertsch, MBA, CFA, CPA

CFO
Brooklyn, New York, United States

Summary

As a director and entrepreneur with more than 15 years of success in entrepreneurship, not-for-profit organizations, manufacturing, production, service, hospitality, tourism, engineering and consulting, I leverage a blended expertise in accounting, finance, management, business leadership and operations across multiple industries. I firmly believe in the value of ‘doing what it takes’ to achieve my goals, and do not shy away from risk. I have learned to embrace failure to continuously improve and learn new skills. I am a passionate supporter of start-ups and small companies. And I am always eager to meet new people and expand my professional network, so feel free to reach out!

Experience

BrickHouse Security
CFO
March 2025 - Present (1 year 9 months)

The CFO Centre USA
Chief Financial Officer
May 2023 - Present (3 years 7 months)

Minerva Advisory Services
Founder
October 2022 - Present (4 years 2 months)

Minerva Advisory Services is dedicated to providing trusted advice and solutions to small and midsized businesses. We are a full-service accounting, bookkeeping, fractional CFO/COO, staffing solutions, and outsourcing business.

Black Ink Business Services LLC
Associate Director (CFO)
January 2020 - December 2022 (3 years)
New York, NY

- Provide CFO/Controller services for client accounts in varying industries such as E-commerce, SaaS, Marketing Agencies, Entertainment, Professional Services.
- Consult C–Suite business executives empowering them to develop effective business strategies and insuring the growth of their businesses.

Vision Integrity Engineering Ltd.
10 years 2 months

Director
January 2020 - September 2022 (2 years 9 months)

-Provided executive-level insights, aligning business strategy with organizational goals.

CFO/Director
September 2015 - January 2020 (4 years 5 months)

VP of Finance and Operations
August 2012 - August 2015 (3 years 1 month)

RAE Engineering & Inspection Ltd.
Senior Accountant
June 2009 - August 2012 (3 years 3 months)

Family Protection NGO
Co-Founder, Vice President
July 2007 - March 2009 (1 year 9 months)

• Collaboratively wrote and implemented programs regarding family issues.
• Solicited and secured grants from the US International Development Foundation.

Chamber of advocates of Republic of Armenia
Financial Manager/Consultant
November 2005 - March 2009 (3 years 5 months)

• Assisted with implementation of CARPA (Caisses des Règlements Pécuniaires des Avocats), regulation of advocates based upon France’s legislation system. Worked closely with banks to set up CARPA’s system for payments.
• Practiced policies for reducing the possibility of financial crime (e.g., money laundering)

• Analyzed and estimated the organization's future earnings (membership fees, grants, funds from the government) and expenses.

Yerevan Institute of Tourism
Lecturer (Accounting)
September 2007 - February 2009 (1 year 6 months)

• Instructed: Accounting for Beginners
• Determined the educational standards, goals and objectives.
• Designed and implemented curriculum and lesson plans to enhance motivation and comprehension.

Business Training Center
Co-Founder, Lecturer
September 2007 - February 2009 (1 year 6 months)

- Instructed: Exam Preparation for ACCA, Income Tax, Corporate Tax
- Recruited and interviewed professors, lectures for ACCA exam preparations
- Created and implemented strategies to improve instruction methods and improve student
knowledge.

Education

Haskayne School of Business
Master of Business Administration (MBA), Finance, General

Yerevan State Institute of Economy, Yerevan, RA
Masters degrees, Commerce