

Cherry Coatings



Challenge

Find a new Chief Financial Officer for Cherry Coatings.

Solution

Partnered with Kaye/Bassman International Corporation to execute a thoughtful, strategic, and efficient search for the company's new Chief Financial Officer.

Results

Conducted a targeted search and secured an experienced financial leader for the company's next phase of growth and innovation.



“What differentiates Kaye/Bassman is that they understand our culture. By asking questions, they uncover what the true need is. They are looking at the big picture instead of getting a hire in. They look out for what's right for you and your company.”

Zack Cherry

Chief Executive Officer, Cherry Coatings

Company

Established in 1968, Cherry Coatings is one of the largest commercial paint contractors in the country. It specializes in architectural coatings, shop coatings, and floor coatings.

This family-owned specialty contractor serves Texas, Georgia, Arizona, Tennessee, and Colorado. Cherry Coatings' culture is built on servant leadership, cultivation, and teamwork.



Adnan Mughal
Chief Financial Officer
Cherry Coatings

Finding the Triple Threat: A Partnership that Delivered a High-Caliber Construction Industry Chief Financial Officer

ABOUT KAYE/BASSMAN

Kaye/Bassman was founded in 1981 with the mission to positively impact companies and enhance careers by providing the finest in professional, executive, technical & scientific search.



Kaye/Bassman International, Corp.
5908 Headquarters Drive, K200
Plano, TX 75024
972.931.5242
www.kbic.com

Challenge

After navigating the hiring process twice without success, the Cherry Coatings leadership team recognized the need for a different approach.

The company was looking for an operational Chief Financial Officer who could understand not only the financial aspects of the business but also help the company grow strategically. Zack Cherry, Chief Executive Officer, emphasized the importance of finding someone who could engage with the broader operational picture rather than focusing solely on financial metrics. As Cherry Coatings was poised to experience massive growth, the leadership team knew they had to find a financial leader who had experience with a large company while being a family-run operation and was familiar with the construction industry. The firm had struggled to find a candidate who checked all three boxes and fit the company culture.

Solution

After struggling through two unsuccessful interim Chief Financial Officers, networking, and placing ads, Zack called Kaye/Bassman because of their deep relationships in the construction industry and positive track record hiring into the Cherry Coatings culture.

Zack reflected, "I just go to Kaye/Bassman when I'm struggling with something. They understand us. There are a lot of recruiters that don't understand our culture."

Results

Cherry Coatings interviewed Adnan Mughal for the Chief Financial Officer position. Mughal had over 25 years of experience in finance and operations, having previously worked in the construction industry at landscaping and HVAC companies. He also had experience in large companies as a financial leader at GE. Mughal attended Harvard Business School's Executive Education program and the financial leadership program at GE. Mughal was truly the "triple threat": bringing experience from a large organization with industry experience, eager to work with a family-owned firm poised for growth. He proved an ideal candidate, capable of thinking strategically and managing finances at a hands-on level.

Cherry Coatings offered career opportunities, work-life balance, and a strong leadership team. After working with larger firms for 70-80 hours per week, Mughal was attracted to the work-life balance and opportunity to grow at Cherry Coatings.

Mughal was hired as Chief Financial Officer and quickly integrated into the company. Under his leadership, the time to close monthly financials improved dramatically—from over 30 days to just 7-10 days—while ensuring accuracy and reliability in financial reporting.

Mughal's leadership extended beyond finance. He took responsibility for the Human Resources, Technology, and Finance teams, implementing systems and processes that facilitated Cherry Coatings' growth. His well-rounded expertise and strong connections within the Chief Financial Officer network allowed him to advise the leadership team effectively on strategic direction and risk mitigation.

The collaboration with Kaye/Bassman proved to be a strategic advantage for Cherry Coatings, enabling them to find a Chief Financial Officer who possessed construction expertise, was excited about a growing family-owned firm, had large corporate experience, and fit into the company culture.