

GENEVIEVE HANCOCK

Professional Summary



Genevieve Hancock, CPA, began her career in operational accounting and continued into public accounting, working for one of the Big 4 and a large international public accounting firm early in her career. She is a highly acclaimed technical accountant and mentor working extensively across hyper growth organizations for assurance of GAAP compliance for financial reporting, as well as across large public companies for implementations of new accounting standard updates and financial reporting compliance. She is passionate about developing technical accounting, research, and leadership in colleagues. She is currently employed as the owner and principal consultant of G Hancock Advisory, LLC, after her most recent position as the VP, Global Controller and Chief Accounting Officer for Exactech, Inc, a medical device manufacturing company. She has previously been employed at The Walt Disney Company supporting Parks & Resorts, Brown & Brown Insurance, and Trader Interactive, including overseeing technical ASC 606 implementations and processes, the ASC 842 transition for accounting and financial systems, supporting internal audit and functions, compliance and policy updates, and

M&A transactions for equity level investments, VIE's, and consolidation accounting. She is a regular speaker for accounting conferences and events across the country.

Expertise

Accounting Advisory | Finance Transformation | Audit & Assurance | Treasury | Due Diligence | Financial Accounting | Financial Reporting & SEC Reporting | IPO Readiness | ASC 606 Revenue Recognition | Internal Control Design and Implementation | Capital Reporting and ASC 350 Internally Developed Software | ASC 842 Lease Accounting | ASC 718 Stock Compensation | Complex Accounting & Modeling | Audit Preparation | ASC 805 Purchase Accounting | Debt Compliance | Organizational Structure | Managing Large Teams

Industry Experience

Media & Entertainment | Financial Services | Insurance & Brokerage | Manufacturing | Professional Services | Manufacturing | Distribution | Private Equity | Medical Device | Information Technology | Banking | Financial Brokerage | Hospitality

Community Leadership

*FICPA Accounting Pronouncement and Auditing Standard Committee Chair
FICPA Volusia County Chapter Chair
FICPA CFO and Controllershship Conference Committee Member
VSCPA Editorial Task Force Member, Disclosures Magazine
VSCPA Foundation Scholarship Committee Member*

Awards

*2019 VSCPA Top 5 under 35 CPA's
2021 FICPA Women to Watch Experienced Leader (in conjunction with the AICPA)*

The Walt Disney Company Parks and Resorts Leadership Academy Pilot Class – Development Team

Publications:

G Hancock (2022) *Leases on the balance sheet: ASC 842 is here*, Disclosures Magazine, VSCPA. V. 35, No. 2
G Hancock (2021) *A Chip off the Old Block: A Crash Course in Blockchain*, Disclosures Magazine, VSCPA. V. 34, No. 1
G Hancock JJ Edmunds (2020) *The Future of Remote Auditing*, Disclosures Magazine, VSCPA. V. 33, No. 6
G Hancock (2019) *The Future of Revenue Recognition is Here*, Disclosures Magazine, VSCPA. V. 32, No. 4
G Hancock (2017) *Talk isn't Cheap*. Disclosures Magazine, VSCPA. V. 30, No.
G Hancock (2016) *The Future of Lease Accounting*. Disclosures Magazine, VSCPA. V. 29, No. 4
[Proposed Accounting Standards Update – Concepts Statements No. 8, Conceptual Framework for Financial Reporting Chapter 5: Recognition and Derecognition](#)
[Blueprint Response – The Final Report: Maintaining the Relevance of the CPA Exam; p. 38-39](#)
[Proposed Accounting Standards Update—Business Combinations \(Topic 805\): Accounting for Contract Assets and Contract Liabilities from Contracts with Customers](#)

Speaking Engagements:

FICPA Corporate Finance Forum, *The Only Constant is Change: How Embracing Change Management can help Leadership and the Finance Organization*, 2 CPE credits (TB) confirmed for May 18th, 2023
FICPA Volusia County Chapter, *ASC 842 Leases*, 2 CPE credits (AA), March 8th, 2023
NCACPA Accounting Symposium, *Tax Implications of Cryptocurrency*, 1 CPE credit (BE), November 17th, 2021
FICPA CFO & Controller Conference, *ASC 842 and ASC 606 Speaker Panels*; March 25th, 2021
FICPA Brevard County Chapter, *ASC 842 Leases*, 2 CPE credits (AA), October 28th, 2020
FICPA Volusia County Chapter, *ASC 606 Overview*, 2 CPE credits (AA), January 8th, 2020
VSCPA webinar panel host, *VSCPA Overview for Young Professionals*, 1 CPE credit (BE), December 10th, 2019

Memberships

AICPA, VSCPA, FICPA
American Mensa and Mensa International

Education & Licensure

Virginia Board of Accountancy, Licensed CPA
The College of William and Mary, Bachelor of Business Administration in Accounting with a concentration in process management and consulting

Contact Information

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