About Jacob

Jacob Findlay is the founder and CEO of Fullbay. A CPA by trade, he graduated with a bachelor's and master's degree in Accounting and started his career with Deloitte & Touche. In public accounting, his clients included Taser International, Fender Musical Instruments, and Rockford Fosgate. He later joined and ran the finance and accounting team for an electronic medical records startup, CareFX, which was later acquired by Harris Corporation. He then joined another startup, WebPT, leading their finance team and helped grow the company until its acquisition by Battery Ventures, a private equity group. In 2015, he launched Fullbay, a shop management system platform for the commercial repair industry.

About Fullbay

Fullbay is a heavy-duty repair shop management platform that enables shops to receive repair requests, invoice customers, and everything in-between. With Fullbay, owners and employees get into the shop, get their work done, and get back to their friends and families.

Presentation Details

**Title**

From *Mad Men* to *Moneyball*: Using the Right Metrics to Win at Shop Management

**Description**

Running a repair shop is hard work, and it’s nearly impossible if you go on instinct alone. In this session you’ll learn about the critical business metrics your shop should track to ensure growth. Don't look at batting average when you should be looking at on-base percentage. Don't look at gross revenue, look at net profit. In this session you’ll learn how to take your business from operating from the gut like *Mad Men* to playing *Moneyball*.