Contact

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Top Skills

Project Planning
Product Development
Financial Modeling

Jeeva Ratnathicam

Founder | CEO at Crossover Consulting
San Diego, California, United States

Summary

After three decades of working with companies across industries, through both wins and failures, I realized what mattered most to me was not the bottom line but the people. I saw leaders and visionaries with incredible ideas who still felt stuck at the edge of their potential. That is why I started Crossover, not as a business but as a way of walking alongside people in moments of transition, reinvention, and possibility.

For me, it has never been about quick fixes or surface-level advice. I get in the trenches with you, listening deeply, drawing out what is unspoken, and helping uncover the alignment and freedom that create real movement. I believe vulnerability is the currency of connection, and unlocking the gifts in others is what brings vision to life.

Crossover began as my way of bridging the gap between where people are and where their vision is calling them to be, and it continues to be the work that gives me the greatest joy.

Experience

Crossover Consulting

Founder | CEO
January 2019 - Present (7 years 11 months)
Denver Metropolitan Area

Providing fractional CFO and COO services. Every client engagement comes through referral, reflecting our reputation for authentic, results-driven relationships.

Highlights:

• ListenTrust: Grew from break-even to generating multi-million-dollar revenues with strong profitability, now positioned for a pending sale.

• TRACKtech: Raised tens of millions across multiple funding rounds, fueling a national rollout to over a thousand users.
• Dorn Companies: Modernized systems, improved cash flow forecasting, and diversified revenue base.
• Project I See You: Advisory role expanding fundraising resources and community impact.
• Propane Agency: Guided merger evaluation, now serving as fractional CFO through turnaround.

Newport Capital Bank & Zivaro Holdings
Consultant
August 2016 - 2018 (2 years)
Denver Metropolitan Area

Provided financial and operational consulting services on a freelance basis. Focused on stabilizing client financial operations, refining business models, and preparing companies for growth or restructuring.

The Ranch Country Club
President of the Board of Directors
April 2016 - April 2017 (1 year 1 month)
Westminster, CO

Served as President of the Board of Directors, overseeing governance and strategic direction for a premier private country club in Westminster, Colorado.

TTEC
Vice President of Finance - Technology and Consulting Segments
April 2013 - June 2016 (3 years 3 months)
Englewood Coloardo

Vice President of Finance and Segment CFO overseeing hundreds of millions in global revenue within a multi-billion-dollar NASDAQ-traded company.

Zivaro, a Trace3 Company
Vice President of Finance & Operations
2007 - August 2012 (5 years)
Denver, Colorado

Vice President of Finance & Operations during a high-growth phase. Sole corporate financial executive with oversight of legal, marketing, HR, and finance teams. Managed $30M budget and directed a team of 15.

Highlights:
• Scaled revenues from $40M to $180M in under 5 years.

• Transitioned company from hardware IT consulting to lifecycle service operations.
• Built financial and operational infrastructure to support government and commercial clients nationwide.

RJ Support Services
Founder and Principal
2002 - 2007 (5 years)

PFounded and led a management consulting firm counseling entrepreneurs and executives across industries including CPG, software, AI, and manufacturing. Supported capital raises, improved operational efficiency, and refined financial models to enhance stability, sustainability, and profitability.

Fetch Robotics (now part of Zebra Technologies)
VP of Finance & Administration
2000 - 2004 (4 years)

Launched start-up data aggregation company as second-in-command. Partnered with USC technology experts to design business plan, conduct investor roadshows, and secure $5M in venture backing. Oversaw finance, HR, legal, investor relations, and Board communications. Successfully navigated the company through a volatile market downturn while preserving IP and advancing product development.

Aramark
7 years

Manager of Operations Planning
1997 - 2000 (3 years)

Partnered with executive team of $6B service and distribution company to turn around unprofitable regions. Implemented best practices that reduced annual costs by $10M and improved annual cash flow by $13.5M. Improved distribution efficiency by 20%, contributing to successful business transition to new ownership.

Regional Controller, Staff Accountant.
1993 - 1997 (4 years)

Held early finance leadership roles providing budgeting, financial analysis, and operational oversight. Supported regional operations and laid the foundation for a career in financial and operational leadership.

Education

Pepperdine University

BS, Accounting · (1989 - 1993)