

TBN Talent contracted an accounting service built into existing systems

Situation

TBN Talent is an influencer and creator talent agency led by its CEO, Nick Blake. Its finance processes ran across QuickBooks Online, Bill.com and supporting workbooks, with brand payments matched every two weeks. The processes were expensive to maintain and involved too much of leadership's time.

What CapacityPod delivers

CapacityPod now runs an accounting service for TBN Talent, which effectively covers invoicing, accounts receivable and payable, issue resolution, reconciliations and period-end close directly in TBN's own systems. The team member responsible for the service is online on EST and deeply embedded in TBN's Slack to take ownership of issues and communicate directly with the stakeholders to resolve.

Accounting, invoicing and payables are thus constantly up to date, while TBN Talent approves and releases every payment. CapacityPod delivers this service in-office from Campinas, São Paulo,

under the leadership of René Stephansen, a Danish CFO with a decade of US-based experience. The CapacityPod model has also proved to be an attractive career option for Brazilian team members who are fluent in English and looking for international experience.

Implementation

CapacityPod's preferred engagement model involves hiring the right person for the job and therefore starts with a good understanding of the client's needs and the structure of the organization in which the process belongs. The person responsible for the business outcomes is considered the hiring manager and they will work closely with René Stephansen during the search and onboarding process.

For TBN, several excellent candidates were available in only three weeks, and the hiring manager was consulted on the final decision. The subsequent onboarding was very easy and effective because of the alignment achieved in the initial phase and the involvement of TBN during the whole process.

“ Handing over parts of your business isn’t easy, especially when it comes to your finances. CapacityPod made the process straightforward, got up and running on time, and quickly became a reliable extension of our team. They’re responsive, work on our schedule, and keep us in control of every bank transaction. It’s a relief knowing this part of the business is in good hands.”

— **Nick Blake**, CEO, TBN Talent

Why it works well for US companies

Quality first, efficient by design.

The service is held to US quality standards, with the founder CFO background in the US. The Campinas-based delivery model is what makes that standard very cost-efficient. The efficiency comes from how the service is built and the inherent cost arbitrage between Brazil and the US labor markets.

Same-day issue resolution.

Campinas operates on GMT-3, so the service runs during the US business day. When a payment does not match or an invoice needs follow-up, the issue is picked up and resolved the same day, not overnight.

Embedded in existing processes.

The service operates inside the client's existing systems and workbooks: QuickBooks Online, Bill.com and the established routines around them. No migration, and no new tools to adopt.