

BAASS Caribbean and FrontCFO Partner to Bring CFO-Level Leadership to Caribbean Finance Teams

Partnership pairs 25 years of senior Caribbean finance leadership with BAASS's business technology, with a focus on building capability inside client teams

KINGSTON, Jamaica, September 30, 2026 — BAASS Business Solutions Caribbean has formed a strategic partnership with FrontCFO, the finance leadership advisory practice founded by veteran Caribbean executive Gavin Jordan, to offer CFO Advisory and Fractional CFO services to organizations across the region.

The partnership comes as Caribbean businesses expand across markets, add entities and adopt new technology faster than their finance functions can keep up. Many finance teams still run on processes and structures built for a much smaller organization, while boards, lenders and regulators expect faster, more reliable information.

Through the partnership, organizations can bring in experienced CFO-level leadership for a defined period or on an ongoing basis. That leadership works alongside their existing CFO, financial controller and finance team. The focus is on transferring knowledge and building internal capability, so the team is stronger when the engagement ends.

"Technology gives finance teams better tools and better information. Our job is to make sure they also have the knowledge to get full value from it," said Manny Buigas, Vice President, US & Caribbean Operations at BAASS Business Solutions. "Ultimately, we want to leave the finance team stronger."

Jordan brings 25 years of senior finance leadership in Jamaica, the wider Caribbean and the United States, including six CFO and Finance Director appointments. He has held senior finance roles with GraceKennedy, First Global Bank and Carreras Limited, and served as Group CFO and Group Chief Operating Officer of Cornerstone Financial Holdings.

"Growth changes what a business needs from finance," said Jordan. "It's no longer enough to report what happened. Leadership needs to understand what comes next, where the risks are and where to put resources. Combining that perspective with BAASS's technology means we can help finance teams make that shift and keep it going."

Services include fractional CFO and CFO advisory support, finance function reviews, forecasting and management reporting, cash flow strategy, finance process improvement and finance leadership development. The offering complements BAASS Caribbean's ERP, business intelligence, automation and HR solutions.

Jordan will speak on the future of the Caribbean finance function at **BAASS Connect 2026 Jamaica** on **November 12** at The Jamaica Pegasus, Kingston. The event is free to attend. Registration is at baasscaribbean.com/baassconnect.

About BAASS Business Solutions Caribbean

BAASS Business Solutions Caribbean helps organizations run stronger finance, HR and operations through ERP, business intelligence, document management, automation, HR and payroll, and advisory services. Since 1988, BAASS has supported businesses and public bodies in Jamaica, Barbados, the Bahamas, Trinidad and Tobago, Grenada, Dominica and across the region. BAASS is a Sage business partner. baasscaribbean.com

About FrontCFO

FrontCFO is a finance leadership advisory practice founded by Gavin Jordan. It works with CEOs, boards and finance leaders to strengthen finance functions and prepare organizations for greater scale and complexity.

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What changed from the earlier draft

Change	Why
Dateline moved from Miami to Kingston	Caribbean editors discount releases from Miami, and Gavin's network is in Jamaica
Removed the Jamaica Observer reference	The Gleaner and other outlets won't run a release that promotes a competitor's story
Second paragraph names the regional problem. No "is pleased to announce"	Editors cut it. The first paragraphs have to say why this matters now
Added the BAASS Connect Jamaica tie-in (Nov 12)	Gives editors a date and a place to meet Gavin, and promotes the event without spending a release on it
Moved the services list into the boilerplate	A services list in the body reads as an ad. In the boilerplate, all three releases carry it for free
Kept "leave the finance team stronger"	It's the best line in the campaign, and it separates this from outsourced accounting
No commercial terms, no defensive framing	The terms stay confidential. The knowledge-transfer framing makes the point on its own
Cut from about 650 words to about 480	Wire editors and mobile readers stop at about 500

Confirm before it goes out

- ☐ **Gavin approves his bio and quote.** The employer list came from the earlier draft's reading of the Observer feature and hasn't been checked against a primary source.
- ☐ **Gavin is on the BAASS Connect Jamaica agenda.** If not confirmed, change to "will attend" or remove the line.
- ☐ **Founding year:** use the answer from the website fact sheet ("since 1988" is on the site, but it may refer to BAASS overall rather than BAASS Caribbean).
- ☐ **"Public bodies" in the boilerplate:** remove it if Manny prefers to hold public-sector language for the Yolande release.
- ☐ **Media contact:** name, a monitored email and phone. The website currently shows no BAASS email address.
- ☐ **CFO Advisory landing page** on baasscaribbean.com, so readers who want the service have somewhere to go.
- ☐ **Release timing:** a Tuesday or Wednesday in early October, 9–10am Jamaica time.

Distribution

When	Action	Owner
Release day, 9am	Carib Newswire, release 1 of 3 (no Featured Placement)	Carolina
Release day, same hour	Personal email to the business editors at the Gleaner and the Observer (Jamaica), the Nation and Barbados Today, and Loop Caribbean: 3 lines plus the release, offering Gavin for an interview	Carolina

When	Action	Owner
Release day	LinkedIn: Gavin posts first in his own words, then BAASS Caribbean and Manny share it	Gavin, Manny
Release day	Email to the Jamaican client base, framed as "new for our clients", linking to the CFO Advisory page	Carolina
Day 3–5	One follow-up to editors who didn't reply, offering an exclusive angle with Gavin	Carolina
Nov 12	Gavin's session at BAASS Connect Jamaica, with editors invited	Events

What to measure: editor replies, interviews booked, visits to the CFO Advisory page, and inquiries that name FrontCFO. Wire "views" don't count as results.