

Jon Augelli has a passion for helping business owners achieve their dreams by growing their businesses and preserving their legacy. He discovered this passion through extensive work with small business owners throughout his career. He has advised companies in a variety of fields including engineering, legal, healthcare, and fitness, and navigated multiple business transitions. He consults small to mid-sized businesses around the Madison, WI area providing financial insights and strategic guidance.

Prior to consulting, Jon worked as a field engineer at a start-up engineering firm. Within a few years, he was simultaneously serving as his firm's controller/chief financial officer, as a project manager for several major lift bridge rehabilitations, and serving on the board of directors. During his tenure there, his firm grew from a local Wisconsin firm to a nationwide company, navigating the buy-out of the founder and two additional owners, and undergoing a complete rebranding.

Jon is a licensed Professional Engineer, a Certified Management Accountant, and a Financial Modeling & Valuation Analyst. In his personal life, Jon is a 7th-degree black belt in Tae Kwon Do, an ASA (American Sailing Association) certified sailor, and enjoys playing guitar, traveling, cooking, and hiking. He lives with his wonderful wife, who is a skilled attorney in trusts and estates, and business law.

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