

# GA's Bob Swan Featured in "More Than Just Counting Beans" in Private Funds Management

The role of the chief financial officer of a PE-backed company is a multifaceted one, focused on allocating capital for day-to-day activities and helping achieve a business's long-term goals, explains Bob Swan, Operating Partner at General Atlantic.

**SOURCE:** Private Funds Management

**Full Article:**

<https://live-general-atlantic.pantheonsite.io/media/132219/private-funds-management-sept16-more-than-just-counting-beans.pdf>