

Meet Steve Barber

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By Jim Ries and Steve Barber

Jim Ries interviews Steve Barber, Managing Member of LevelUp Solution Services, about his company's fractional CFO services. Steve explains that LevelUp Solution Services focuses on strategic financial leadership—planning and forecasting, treasury management, exit planning, and growth scenario planning. He outlines LevelUp's target market as growth businesses roughly in the \$5–10M revenue range up to \$30–40M. The firm's structured focus on nonprofits, trades and construction, and e-commerce. Steve shares he is most proud of learning from past rapid growth to grow steadily by taking the right clients. The next six months will focus on continued steady growth and long-term partnerships. He also reveals he is a Lego enthusiast with over 200 sets.