



iPayAttention Entrepreneurial Consulting

Portfolio of Skills and Experience: Finance, Accounting and Business Operations

Finance:

<p>Sarbanes-Oxley and Financial Controls <i>i Pay Attention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; various clients</i></p>	<p>Development and installation of company-wide Sarbanes Oxley procedures and controls for finance, accounting, administration and IT to establish compliance leading up to and successfully passing independent audit for Alcone (2nd amongst Omnicom agencies). Created similarly based controls and procedures for clients, MoneyHunt and MLL as the initial programs for starting and running the businesses. Use foundation of traditional rules and principles learned in college and at PWC in the former era of compliance standards which are the basis for SOX and proper business standards and audit controls.</p>
<p>Business Analysis Financial Modeling <i>i Pay Attention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; ESPN; CBS Sports; various clients</i></p>	<p>Review, analyze and recommend strategies and performance for current and new potential markets. Answer the simple questions: Is our business model working? What can we do better? What is someone else doing that we should pay attention to? What can we do better, internally? Perform Intrapreneurial due diligence reviews. Multiple layer models incorporating various scenarios and variable data. Multi-platform models are built to include strategic information on a global and micro basis, simultaneously.</p>
<p>Acquisition Analysis <i>MoneyHunt; VCVillage</i></p>	<p>Perform Due Diligence and analyses on businesses to be acquired. Viability, market value calculation, internal review and operational expert on the new company. Transitional COO.</p>
<p>Budget Preparation <i>i Pay Attention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; ESPN; CBS Sports; various clients</i></p>	<p>Prepare budgets in association with departmental or company executives based on their needs, criteria and past performance. Budget models include multi-faceted scenarios that allow for modifications to both global- and micro-revisions. Models are also integrated into presentations and multiple use scenarios.</p>
<p>Budget Analysis <i>iPayAttention; Alcone;; MLL; ESPN; CBS Sports</i></p>	<p>Review and analyze the budgets and performance comparisons to budget for operation departments, divisions or company. Analysis on zero-based or operational-need bases.</p>
<p>Budget Samurai <i>MLL; MoneyHunt; Entrepreneurial Help Desk; ESPN; CBS Sports; various clients</i></p>	<p>Adept at cutting budgets to meet fiscal needs while maintaining the operational requirements of the organization. Experienced in trimming, slashing and zero-based approaches. Utilize an entrepreneurial approach to achieve fiscal efficiency through ingenuity and simultaneous preservation of both working capital and the manifest of the company.</p>
<p>Business Plans <i>i Pay Attention; MLL; MoneyHunt; Entrepreneurial Help Desk; various clients</i></p>	<p>Write comprehensive Business Plans for presentation in the venture capital and private placement process. Review current plans in order to improve or create talking points in the evaluation and due diligence process. Write descriptive and creative text, create graphics layout, and produce financial projections and reports to include research performed on markets and competition.</p>
<p>Strategic Plans <i>i Pay Attention; MLL; MoneyHunt; Entrepreneurial Help Desk; various clients</i></p>	<p>Produce comprehensive financial and competitive models to forecast and predict the business futures and climates of the company, the competition and marketplace. Write descriptive and creative text, create graphics and layout, and produce financial projections and reports to include research performed on markets and competition. Able to make presentation or support presenter with complete analytical data.</p>
<p>Cash Flow Mgt <i>iPayAttention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; various clients</i></p>	<p>Perform diligent fiscal restraint to preserve and allocate cash flow resources. Perform traditional Treasury functions of cash management, daily sweeps and investments, banking relationships and management reports.</p>
<p>Forecasts <i>iPayAttention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; ESPN; CBS Sports</i></p>	<p>Monthly, Quarterly, Annual and Long-Range Forecast models and Analysis. Built in conjunction with budgets, strategic plans or new business opportunities. Maintained in conjunction with each of them on an ongoing basis.</p>
<p>Marketing Presentations <i>iPayAttention; MoneyHunt; ESPN; various clients</i></p>	<p>Write descriptive and creative text, create graphics and layout, and produce financial projections and reports to include research performed on markets and competition. Able to make presentation or support presenter with complete analytical data.</p>

Accounting:

Controllership <i>iPayAttention; Alcone; MLL; MoneyHunt; Entrepreneurial Help Desk; various clients</i>	Adept at performing all accounting functions (including daily general ledger, receivables, payables and cash management) and finance functions (including analysis, budgets, forecasting and strategic planning) as well as Business Operations functions to efficiently run the business.
Cash Management <i>iPayAttention; Alcone; MLL; MoneyHunt; NBA; various clients</i>	Zero-based spending approach in addition to performing traditional Treasury functions of cash management and investments, banking relationships and management reports.
Financial Statements <i>iPayAttention; MLL; MoneyHunt; CBS Sports; NBA</i>	Complete Financial Statement preparation for monthly, quarterly and year-end periods. Comparison and variance analysis, reconciliation, shareholder briefs and distributions.
General Ledger <i>iPayAttention; MLL; MoneyHunt; ESPN; CBS Sports; NBA</i>	Perform and oversee all G/L functions in conjunction with Controllership duties. Full knowledge and understanding of the accounts and principles. Maintain company financial records on QuickBooks software package. Install general ledger system for new companies small enough to warrant its use.
QuickBooks <i>iPayAttention; MLL; MoneyHunt</i>	
Independent Audit <i>Alcone; MLL; MoneyHunt; ESPN; CBS Sports; NBA;</i>	Hiring and coordination annual independent audit in compliance with investor requirements. Maintain relationship with outside firm to insure company compliance with GAAP and tax regulations on an ongoing basis.
Taxes <i>MLL; MoneyHunt; NBA; various clients</i>	Prepare and file Federal and State tax returns for corporations, limited liability companies and partnerships. Prepare and file quarterly payroll, sales tax and related filings.

Business Operations:

Business Development <i>iPayAttention; MoneyHunt; Entrepreneurial Help Desk; ESPN; CBS Sports; various clients</i>	Find, evaluate, initiate and cultivate new business customers, strategic alliances and synergistic relationships. Work with department heads to create new understandings for the needs and uses of each business unit. Create unique and hybrid offerings to match the company's or partner's need for a relationship. Maintain relationships, both those initiated and those inherited, and continue the growth process.
Personnel Management <i>iPayAttention; MLL; MoneyHunt; Entrepreneurial Help Desk</i>	Serve as Human Resources department prior to the first hire in the department. Hiring, staff and contractor reviews and administration, selection of benefit plans. Establishment of personnel policies including travel, independent contractor and vendor selection.
Consultant Relations <i>MoneyHunt; Entrepreneurial Help Desk; various clients</i>	Primary administrative and operational liaison for outside consultants functioning as department heads. Communications intermediary between outside consultants.
Vendor Negotiations <i>iPayAttention; Alcone; MLL; MoneyHunt; ESPN; CBS Sports; various clients</i>	Primary negotiator for all vendor and outside contractor agreements. Maintain a formal and structured process to ensure quality and fiscal efficiencies. Possess fundamental regiment of standards for vendors and contractors.
Contract Administration <i>iPayAttention; MLL; MoneyHunt; ESPN; CBS Sports; NBA; various clients</i>	Maintain contract database. Ongoing review of open contracts to insure compliance and performance. Checks and balances for all payments received and prior to release to insure compliance with contract terms.
Due Diligence <i>MoneyHunt</i>	Experienced in performing the Due Diligence process from either side of the transaction. As the acquirer or investor, perform analysis and build the thorough financial and operational knowledge of the company in order to make an informed valuation and ability to continue operations or oversight of the company following closing. As the receiver of investment, provide complete service and comprehensive fulfillment of responsibilities for information and representations required to close the transaction's purchase agreement. Liaison with attorneys on all matters outside of the negotiating process. Served as transitional COO and shareholder liaison.
Investor Relations <i>iPayAttention; MLL; MoneyHunt</i>	Primary contact for shareholders and investors, maintaining relationships and providing ongoing investor services. Prepare and distribute quarterly reports including f/s.
Legal Liaison <i>iPayAttention; MLL; MoneyHunt</i>	Serve as contact liaison with outside counsel on all matters. Write first draft of agreements, contracts and filings when possible, thereby handling many matters in-house in order to reduce the amount of work performed by outside counsel.