

JOHN F. MARTIN
Operational/Financial Expert for Growth Companies

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Executive brought in by CEO/Entrepreneur/Board to implement the operational/financial foundations for early-stage/high growth companies. Success in moving companies through the various stages of growth. Have run three technology-based companies and consulted for over 15 others.

Bachelor of Management Science in Information Systems at MIT and a Master of Business Administration from Northwestern's Kellogg School of Management.

Looking to work with companies, and their leaders, to help them grow intelligently by using proven leadership and analytical skills. Focused on profitable, efficient customer acquisition, retention and service. Industry-agnostic.

EXPERIENCE

2009-Present

JFM OPS Consulting, LLC

Chicago, IL/New York, NY

2004-2006

President

- Worked as an interim CFO for a \$15M international software technology company with over 100 employees. Responsible for all day-to-day financial, accounting and human resource activities.
- Led senior management transition for a call center and web design company. Analyzed and recommended organizational and process changes.
- Worked with many entrepreneurs to translate their concepts into functional businesses, such as CMLabs, Inc (www.cmlabs.com) and Mugtog, Inc (www.mugtogo.com)
- Developed business plan for early stage healthcare company looking to raise its Series A funding round.
- Provided operational guidance to early stage manufacturing company; currently board member.
- Provided operational consulting and due diligence to Avalon National Corporation and its holdings.

2006-2009

HNW, INC

Chicago, IL/New York, NY

Chief Financial Officer

HNW (www.hnw.com) is a \$14M firm focused on providing strategic and technological solutions for the wealth market.

- Managed day-to-day financial and client service operations of 80-person company, while helping company become profitable, with revenues increasing from \$6M to \$14M in two years. Oversaw Technology Development, Project Management, Finance/Accounting and Human Resources departments.
- Negotiated and closed \$3M venture debt to fund strategic initiatives.
- Created an HR/Recruiting department, which helped the company grow from 50 to 80 FTE in 18 months.
- Finished 5 annual audits in 3 years to bring company back to annual schedule, while maintaining all other financial functions with 2 FTE.
- Developed and managed annual company-wide budgets and associated business plans and forecasts.

2001-2004

MEDRIUM, INC

San Francisco, CA/New York, NY

Chief Operating Officer

Medrium (www.medrium.com) provides medical software and services to healthcare providers for handling back-office activities, such as patient and insurance billing and scheduling.

- Grew annual revenues to \$4 million from \$70,000 over three-year period, total P&L responsibility.
- Managed day-to-day operations of 80-person company. Oversaw operations of all business lines, Customer Service, Finance, Sales/Business Development, Marketing, and Human Resource departments.
- Negotiated, acquired and integrated two medical billing service companies with over 70 employees.
- Led capital raising initiatives, resulting in \$13 million investment of private equity and debt.
- Managed off-shore (India and Philippines) outsourcing of major business line activities, resulting in 40% labor cost savings.
- Created strategic and tactical marketing initiatives resulting in over 10% monthly customer growth. Increased customer base to 1800 from 120.
- Identified and implemented strategic and tactical marketing initiatives, including branding, logo redesign, marketing collateral creation, trade show attendance and magazine advertising.

March 2009

1999–2001 **SOLILOQUY, INC** New York, NY
Chief Operating Officer
Soliloquy developed call center enabling software that allowed customers to search information, services and products through targeted, online natural language dialogs. Clients included CNET and Hewlett Packard.

- Responsible for all aspects of Client Service, Finance, Marketing and Human Resource departments, while increasing headcount to 60 employees from 3.
- Raised \$10 million of private equity.

1999 **DELOITTE CONSULTING** New York, NY
Manager

- Led a 10-person multi-functional client team for AT&T, the firm's largest telecommunications client, in the implementation of a billing and ordering system.

1995 – 1998 **PRICEWATERHOUSECOOPERS (PwC), L.L.P.** New York, NY / Chicago, IL
Principal Consultant

- Led partner teams in development of annual strategic and tactical account management plans for PwC's largest telecommunication clients.
- Participated in strategic and tactical analysis of GTE's largest regional call center and associated service organizations. Resulted in the potential annual savings of over \$50 million.
- Led client team responsible for rationalization of a \$1 billion consumer products company's manufacturing plants and business units' headquarters from 31 to 8 facilities, over \$33 million in annual overhead cost savings.

1989 – 1993 **CUC INTERNATIONAL, INC** Stamford, CT
Product Marketing Manager (AutoVantage), 1991-1993

- Assisted in management of \$30 million car membership service. Developed and implemented product enhancements, analyzed marketing opportunities and assisted in managing 300-person call center.

Business Systems Analyst, 1989-1991

- Managed teams of 4-10 software developers through the stages of the full software life cycle in developing systems in use for company call centers.

EDUCATION

1993- 1995 **KELLOGG SCHOOL OF MANAGEMENT (NORTHWESTERN UNIVERSITY)** Evanston, IL
Master of Management degree, June 1995. Majors in management & strategy, finance and marketing.

- Elected President, Graduate Management Association Executive Committee.
- *Strategic Planning Intern in Manufacturing* at Packaging Corp. of America, **Tenneco, Inc.** - (1994-1995). Analyzed and recommended to senior management integration of the two agricultural packaging divisions of PCA. Analysis covered strategic, financial and organizational impact.

1985-1989 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY** Cambridge, MA
Bachelor of Management Science degree, Information Systems major, Economics minor, May 1989.

- Elected President, Delta Kappa Epsilon Fraternity and Executive member of the Intrafraternity Council.

OTHER DATA Managed the commercialization and produced first album of "The Fine Line", a popular Boston-based rock band. Interests include basketball, scuba, skiing and reading current non-fiction topics.