

CHRISTOPHER R. RILEY

EXECUTIVE SUMMARY

COMMITMENT | LEADERSHIP | INTEGRITY

A proven leader and business owner with decades of experience in operating businesses and launching sustainable strategies to bring businesses to their maximized state. With a finance background and a Master's degree in Organizational Psychology, Chris leads companies through a tactical exit strategy with passion, perseverance and integrity to ensure that hard-fought equity is not lost during turbulent economic times.

AREAS OF EXPERTISE

- Operations Management
 - Risk Management
 - Mergers and Acquisitions
 - Creative Business Strategies
 - Financial Analysis
 - Philanthropy Management
 - Maximized Efficiency
 - Maximized Human Potential
 - Exit Strategies
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PROFESSIONAL EXPERIENCE

Riley-Owned Companies - November 1990 - Present

Cutwater Shift, LLC New York, NY; www.cutwatershift.com

Founding Partner

Mergers and Acquisitions company that specializes in bringing businesses to their pinnacle and business owners to their choices. Strong emphasis on performance improvement through various strategic partners

- Work directly with the ownership or board of directors to identify the ideal exit strategy or merger
- Implement tactical turnaround strategies to improve performance and synergy within the company
- Work directly with Fortune 500 companies to design and implement performance improvement strategies to increase EBITDA for companies in constricting and consolidating industries
- Focus on private or public companies with revenues from \$25MM to \$750MM
- Series 79 Licensed through Drake Star Partners, NY
- Work with organizations in challenging circumstances that require a proven veteran to navigate "external issues" while the company maintains its normal business operations

OD Performance Partners; St. Louis, MO; www.odperformancepartners.com

Principal

Performanced-Based culture and change management company for middle market businesses. Created the Natural Motivation Matrix™, a proprietary organizational psychology system, that maximizes the efficiency of the organization in preparation of a transaction. ODPP is the organizational development firm for Cutwater Shift specializing in Merger Precision™

- Prepare businesses and their people for a capitalization event
- Reduce five dysfunctions of a team to improve Trust, Conflict, Accountability, Commitment & Results
- Resolve cultural issues, maximize efficiency of the top executive team and improve synergy – the top three soft keys that KPMG identified were the reasons that 83% of cross-border mergers did not add value to either organization.

CR Endeavors Consulting, St. Louis, MO; Kansas City, MO; San Francisco, CA

President/Founder

High level business consulting firm for emerging companies looking to lead their industry.

- CEO, COO, CFO, Business Development, VC Raises, Business/Marketing Plans, Financial Analysis.
- Industries: Technology, Media, Financial Services, Real Estate, Hospitality, Philanthropy.
- Implementations: Strategic Planning, Business Direction, Capital Raises, Cash Flow Management, Regulatory Issues, Legal/Tax Issues, Executive Business/Life Coaching and Training.

CONTINUED ...

Companies/Clients

- **Construction Company** with hundreds of projects that had a severe backlog in production. Took over operations, cleared the production backlog, redesigned the production flow, implemented proprietary organizational development system and re-motivated personnel. Redesigned business model to move away from unstable sales pipeline and focused on consistent commercial sales pipeline.
- **Automobile Vehicle Service Contract** leader with 1,100 employees and 250+ Million in revenues with annual economic impact of \$281 million. As Acting CEO, orchestrated business model adjustments and regulatory compliance in a changing industry. Organized dozens of legal professionals and consultants to address the changing nature of the industry. Restructured and re-motivated company leadership. Created family foundation and directed estate planning for the family.
- **Real Estate/Philanthropy Development** project desiring to create a philanthropy hub for large family foundations. Created a new business and financial model to include hotel villas and individual home developments surrounding a centralized clubhouse and conference center. Negotiated with county to obtain required zoning and worked with surrounding properties to create an ideal community environment. Analyzed long-range sustainability and organized charitable organizations and family foundations as partners. Worked on activities and annual events to be held at the resort while overseeing current operations during development phase.
- **Worldwide Social Networking Systems** developed by former CEO of Ernst & Young. Participated in radio shows and other forms of media to develop a social networking system that would change the way organizations work with each other to improve efficiency and focus on the essence of their strengths and talents. Oversaw operations of a SF Bay area arts and media company that created interactive websites, SEO management, video and sound production for upper-end movies and television shows, and created a social networking system to connect all like-minded organizations through a multi-dimensional, smart-interactive database system.
- **Data Transfer/Security** company with revolutionary compression and encryption software. Required private equity negotiations and business consulting to bring company to the next level. Negotiated capital raises and worked with strategic partners on the implementation of the software in the private and government sectors.

**Giving Legacy, LLC; St. Louis, MO; www.givinglegacy.com; www.givinglegacyradio.com
CEO/Founder**

Work with private foundations and family businesses on strategic giving plans. Perform family office consulting to oversee daily operations, financial and legal divisions, public relations/security and vetts charitable organizations for family philanthropic purposes.

- Work directly with charitable organizations to increase efficiency and effectiveness. Assist in fundraising programs, business development and meeting long-range objectives for the organizations.
- Author of the Giving Legacy Plan, a 35 year \$25 trillion plan to regain sustainability in America's communities. Using mission-based investment funds, profits are distributed to the appropriate charities to fill needed gaps for vulnerable citizens in America's communities while stimulating the economy with job growth and reducing struggling state and federal budgets.
- Analyze the federal deficits and debt in the U.S. and outlines critical areas that will be most affected by federal and state budget cuts in the coming years.
- Radio Host of the Giving Legacy Show in St. Louis. Bring together the foundations and generous donors with the sustainable philanthropic organizations helping to rebuild America's communities.
- Work directly with community foundations to enhance the efficiency of not-for-profit organizations to ensure effective collaboration for all 501(c)(3) organizations in each philanthropic genre.

Vista Capital/Century Pacific/Millennium Management Company
Colorado Springs, CO; Kansas City, MO
President/Owner

Privately-owned conglomerate of family companies

- **Vista Capital, LLC:** Private equity, business valuation, capital infusion, financial analysis, forensic audits, mergers and acquisitions.
- **Century Pacific, Inc.:** Owned/operated hotels, commercial real estate, management consulting, legal negotiations, union negotiations, overall business operations.
- **Millennium Management Company, LLC:** Personally purchased and renovated a 17 million-dollar resort and spa, created unprecedented central US business training center, developed family organizational culture, avoided layoffs through September 11, 2001 national crisis.
 - Increased assets from 17MM to 57MM by tripling EBITDA through customized, proprietary organizational development strategies.
 - Developed, research tested, and implemented proprietary organizational development and personality system used for maximizing human potential: Natural Motivation Matrix ©.

ADDITIONAL EXPERIENCE

ABMI Mergers & Acquisitions, Overland Park, KS

June 2008 - March 2009

Specialist

- Middle-market specialization in difficult offerings, EBITDA fluctuation, family partnerships.
- Focus on companies with valuations from \$10MM to \$500MM. Focus on due diligence, forensic accounting, market research, competitive research. Oil/Gas, technology, automotive, manufacturing.
- Specialized in creative financing/earn-outs, proactive win/win negotiations, closing transactions.

American Express, New York, NY; San Francisco, CA

September 1988 - October 1990

Financial Analyst, Estate/Tax Planning

- IDS Financial Services: Specialized in estate and tax planning, Series 6, Series 7 Licenses
- Transamerica Financial: Mutual fund analysis/management, Insurance products

EDUCATION

Santa Clara University, Santa Clara, CA

1984-1988

- Bachelor of Science, Finance, Minor in Philosophy
- President, Sigma Phi Epsilon

London School of Economics, London, UK

1986-1987

- Emphasis in Social Economics, Privatization, National Health Service, Bank of England

Kansas State University, Manhattan, KS

2002-2004

- Master's of Science, Industrial/Organizational Psychology
- Created Natural Motivation Matrix® - Organizational Assessment System