**Randy Emerson**

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**DYNAMIC AND CHARISMATIC BUSINESS & FINANCIAL PROFESSIONAL with an extensive business background whose work experience covers the gamut from entry-level to senior management. Extensive hands-on operational and front-line experience in both established and start-up businesses in the financial services, retail, consumer products, specialty manufacturing, and medical fields. Results-driven team player with exceptional problem-solving strengths who positively impacts a company’s performance, growth, and bottom-line.**

**Key Accomplishments:**

* **Key person in taking FOUR Pre-Revenue start-up entities and turning them into successful revenue producing-profitable businesses.**
* Developed & designed medical products that received vendor codes from both the FDA & Medicare.
* Top performing sales and management professional at three different organizations in multiple industries.
* Sold millions of dollars in insurance and investment products.

**Key Competences & Strengths:**

* Exceptional ability to identify, create, and seize new business opportunities by penetrating untapped,

underserved, or dislocated business markets.

* Strong management and leadership background. Entrepreneurial thinker with creative “out of the box” solutions.
* Talented and inventive with a proven track record of accelerating revenue growth through tactical and strategic planning.
* Superior ability to quickly analyze and interpret business data into clear and accurate conclusions.
* Team player who can operate in a collaborative or independent environment.
* Excellent relationship skills combined with a superior business development and networking mentality. Strong rolodex and network of professional contacts to include: attorneys, banks, certified public accountants, consultants, entrepreneurs, executives, investment bankers-intermediaries, insurance and investment firms, private equity funds, real estate brokers, state agencies, and venture capitalists.

**PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS**

**BUSINESS & FINANCIAL CONSULTANT**

**R.A.E. Management & Consulting, Holyoke, MA, 2010 – Present**

Business and financial consultant/advisor to individuals, entrepreneurs, corporations, and investor groups. Advise and consult on a myriad of business and financial issues. Strong focus on management, customer strategy and marketing, operations, sales, business development, corporate finance, and capital financing. Discuss and negotiate potential business opportunities with company owners, private equity groups, and strategic buyers.

* *Find, screen, analyze, and contact targeted U.S. based companies with $3-25 million in revenue who may be for sale or seeking growth capital for expansion.*
* *Perform limited strategic & financial analysis, financial modeling, and due diligence on businesses.*
* *Prepare business models for business plans and business development initiatives (e.g. startups, licensing, partnering, joint ventures, equity investments, etc.).*
* *Attracted over 25 investors both individual and institutional for future capital investment consideration.*

**BUSINESS ADVISOR/INTERMEDIARY**

**Sunbelt Merger & Acquisitions/Strategic Financial Group-Investment Banking, Woburn, MA, 2008**

Business advisor for the largest national business brokerage-New England office and affiliated investment banking firm. Spearheaded business development and deal sourcing effortsfor a new Springfield, MA location. Contacted business owners throughout New England/Northeast to determine their level of interest in selling or buying a business. Focused on companies that had $1-20 million in revenue.

* *Originated and sourced an investor who eventually acquired one of the firm’s sell-side offerings.*
* *Conducted due diligence on investor groups, strategic buyers, and competitors.*
* *Contacted financial and strategic buyers to include Fortune 1000 executives via phone, email, and direct mail to gauge their interest in the firm’s sell-side offerings.*
* *Presented sell and buy side engagements to the deal team for their review.*
* *Developed and assisted in the preparation, writing, and review of a sell-side offering memorandum.*

**FINANCIAL AND BUSINESS ADVISOR**

**Emerson Financial Services, West Springfield, MA, 2006-2010**

**MassMutual/Novak Charter Oak Financial Services, Springfield, MA, 2006**

**New England Financial-MetLife/Gent Financial Group, Agawam, MA, 2003 – 2006**

Financial and business advisor for an independent financial services practice and former financial advisor for two Fortune 100 insurance and investment companies. Developed financial strategies for business owners and individuals by providing financial advice and appropriate financial products/services to meet their business, retirement, and succession planning needs.

* *Successfully sold millions of dollars of life, disability, health, long-term care insurance, annuities and*

*mutual fund products. Secured new clients through marketing initiatives, proactive networking, and joint work with other advisors to include attorneys, accountants, and property-casualty firms.*

* *Top rookie associate and producer of life and long-term care insurance policies for New England Financial/July-August 2004 and November-December 2005.*

**PRESIDENT/CEO & VICE PRESIDENT OF SALES AND BUSINESS DEVELOPMENT**

**Comfort Care Products, Inc., West Springfield, MA, 1999 – 2003**

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President/CEO of a specialty medical products company from 2002 to 2003. Formally held the role of Vice President of Sales and Business Development from 1999 to 2002. Company manufactured, distributed, and retailed specialty medical products used in conjunction with wheelchairs, crutches, recliners, and beds.

* *Built organization from the ground up over a 3 ½ year period with zero dollars in sales to a multi-million dollar business. Supervised employees and monitored weekly productivity. Created and executed management, marketing, advertising/promotions, financial, sales, and merchandising plans.*
* *Developed the medical product line. Worked with medical professionals to achieve maximum functionality and safety requirements.*
* *Spearheaded business development efforts focused on the federal and state governments, nursing facilities, hospitals, durable medical equipment retailers, and doctors.*
* *Coordinated and oversaw all design, product packaging, company trademarks, and international licenses.*
* *Successfully obtained approval and reimbursable codes from the Department of Health and Human Services-FDA and Medicare.*
* *Reduced product costs 10% to 30% and inventory costs 25% through strategic outsourcing, production techniques, storage, and direct shipping.*
* *Created a supply-chain process utilizing a Just-in-Time (JIT) inventory control system with manufacturers and sourcing suppliers in Australia and China.*
* *Built and developed a profitable consumer e-commerce & mail order business. Achieved a 40% increase in profits by implementing search engine optimization, email, and direct marketing concepts.*

**ASSISTANT GENERAL MANAGER-PROFESSIONAL SALES**

**Rex TV & Appliance, Pittsfield & Hadley, MA, 1995 – 1999**

Assistant general manager and professional salesperson for a national electronics and appliance retail chain. Store(s) produced over $3 million dollars in annual sales. Co-managed all aspects of daily operations to include: management and supervision of employees, store profit and loss, sales, banking, inventory, delivery, marketing & advertising, scheduling, recruiting, mentoring, and all other facets of retail management.

* *Ranked in the top 5% of all salespeople in the 225 store chain in 1997-1999. Sold over $2M in product & warranties. Ranked as the #1 salesperson in sales, warranties, and gross profit in 1998 and 1999 for the Pittsfield, MA store.*
* *Reduced store costs 3-6% through improved inventory control and employee schedule management. Achieved a 9-12% gain in same store sales volume with a 5% increase to the bottom line. This was achieved through the continuous use of competitive analysis comparing the company’s product line, merchandising, and pricing to big-box and independent stores in the region.*

**EDUCATION**

**Bachelors Degree in Marketing Management,** University of Massachusetts-Amherst, MA; 2008-**4.0 G.P.A.**

**PROFESSIONAL TRAINING & CERTIFICATIONS**

**Business Intermediary & Investment Banking Training:**

* *Financial Accounting-Buy & Sell Side Transactions-IBBA Seminar; March. 2008*
* *Sunbelt/Strategic Financial Group-Business Intermediary/Investment Banking program; Jan-May. 2008*

**Professional & Corporate Sales Training:**

* *MassMutual Sales Development Program; Jan-May. 2006*
* *Achieve Global Training Program-Leadership & Professional Selling Skills; Jan-May. 2005*
* *The Advocacy System-Prospecting and Selling as an Advocate; Jan-July. 2004*

**Professional Conferences:**

* *Commercial Finance Association National Conference-Trade Show, NYC; November 2011*
* *ACG Manufacturing and Logistics Conference-Rye, NY; May. 2011 & 2010*
* *Advanced Manufacturing & Engineering Trade Show-West Springfield, MA; May. 2011 & 2010*
* *International Hotel/Motel and Restaurant Show-NYC; November. 2011 & 2010*
* *National Retail Federation Trade Show-NYC; January. 2010 & 2009*
* *Raising Growth Capital & Marketing Your Business to Investors-CT Venture Group, Hartford, CT; April. 2010*
* *Venture Capital and Private Equity Conference-Harvard University, Cambridge, MA; February. 2011,2010,2009*
* *Crossroads Venture Capital Fair, Connecticut Venture Group, Stamford, CT; April. 2010 & 2008*
* *TMA/ACG Distressed Capital Connection-NYC; September. 2009 & 2008*
* *Distressed Real Estate Capital Connection, NYC; Oct. 2009*
* *Buyouts East, Private Equity Conference, NYC; February. 2009*
* *Community Development Venture Capital Alliance-Industry Overview & Fund Structure-Triple Bottom Line Investing; NYC; March. 2008*

**Technical Computer Training:**

* *Microsoft Word, Excel, and PowerPoint*
* *Internet, Digital & Social Media*

**MEMBERSHIPS/AFFILIATIONS**

* *American Management Association; 2008-Present*
* *National Association of Insurance and Financial Advisors; 2003-2010; Board of Directors-2004-2007*

*\*\*\**WILLING TO RELOCATE\*\*\*