JAMES NORTH, CPA

1000 Jamestown Avenue • Dallas, TX, 30338 **J.North@email.com** • 555-555-1212 (C)

SENIOR FINANCE EXECUTIVE

Startups & Turnarounds | Corporate Finance | Financial Consulting Restructurings & Reorganizations | Marketing & Technology Leadership

Real Estate • Construction • Manufacturing • Hospitality • Energy & Utilities

Highly accomplished Finance Executive with excellence reducing costs, increasing efficiency, and stimulating bottom-line growth for startup, midsize, and multimillion-dollar organizations. Expertise spans multiple industries and sectors, across domestic and international markets. Offers rare blend of finance & accounting leadership backed by operations, HR, marketing, business development, and technological expertise. Proven record leading financial restructurings and reorganizations in challenging settings. Manages negotiation, due diligence and integration processes surrounding potential and completed acquisitions. Coordinates effectively with cross-functional teams for the attainment of company goals. *Core competencies include*:

- Strategic Planning
- Information Systems
- Cost Accounting
- Startup Operations
- Due Diligence
- Finance & Accounting
- Profit and Loss Management
- Financial Statements & Reporting
- Debt / Corporate Restructuring
- Sponsorship Underwriting
- Financial Analysis / Consulting
- Business Forecasting
- Mergers & Acquisitions
- Market & Growth Analyses
- Staff Management & Training

PROFESSIONAL EXPERIENCE

TONY HOTELS LLC – Dallas, TX

2006-Present

Startup boutique, franchise-based full-service hotel, currently with 2 hotels, a third under construction, and annual sales of approximately \$20M.

Corporate Controller (2008-Present)

Financial Consultant (2006-2008)

Lead corporate finance and accounting unit, coordinating with Area Controller, Accounting Manager, accountants, senior-level executives, investors, and lenders on financial administration of existing and upcoming properties. Provide oversight of HR and payroll functions.

- Designed and implemented company-wide, fully scalable F&A / reporting systems to forecast and optimize cash flow, as well as strategic planning tools to project franchising, property management, and hotel development opportunities.
- Granted full-time Corporate Controller position with co-ownership investment opportunity following successful engagement as a financial consultant.

HOUSTON FINANCIAL SERVICES, LLC – Houston, TX

2003-2006

Startup financial consulting company.

Financial Consultant

Led operations startup, developed business and marketing plans, and provided financial consulting services.

- Developed extensive and diverse client base within 2.5 years consisting of hospitality, residential and commercial land development, construction, renewable energy, and affordable housing industries.
 - Jansen, Inc: Developed this multinational construction company's bid proposal for the design, construction, management, and leasing of a U.S. Embassy facility.

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- Affordable Housing Development Project: Evaluated and provided long-term ownership structure
 recommendations to maximize public benefit for this community revitalization partnership between a
 non-profit foundation and the County of Denton, Texas.
- Green Resources, Inc: Secured \$35M in financing for this Texas-based waste-to-clean-energy power generation plant by assembling and contacting funding sources, analyzing, compiling, and presenting financial information, and negotiating favorable loan terms.

JAC COMPANIES - Dallas, TX

2000-2003

General contractor, residential development, property management, and ownership company with properties in 9 states and over \$200M in annual sales.

Chief Financial Officer

Led company's financial operations, with 14 direct and indirect reports, including an HR Director, IT Director, and 2 senior-level financial controllers. Directed strategic planning and cash management functions for all divisions.

- Reorganized company's financial infrastructure and built teams to increase annual sales by \$160M.
- Led corporate negotiations and underwriting process to secure lender and investor funding in excess of \$500M for the development of 43 nationwide apartment communities.

MOST FUNDING, INC – Dallas, TX

1997-2000

Publicly-traded hotel property investment company, with 12 properties producing approximately \$10M in annual revenues.

Chief Financial Officer

Managed financial operations, reporting to stockholders, investment bankers, lenders, and Board of Directors. Developed and implemented company-wide strategic planning and forecasting tools. Performed due diligence surrounding impending acquisitions to evaluate accretion / dilution. Drafted and submitted filings with SEC.

- Led the financial infrastructure development and relocation of company from California to Texas.
- Coordinated the strategic sale of company to private investors.

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Also served as Controller for Horizon Properties of Houston, TX, Vice President of Finance for Selma of Atlanta, GA, and Controller for Metro Realty Company of Addison, TX

EDUCATION AND CREDENTIALS

Bachelor of Arts in Accounting and Business Administration

The University of Texas at Austin – Austin, TX

Licensure:

Certified Public Accountant (CPA)

Technical Proficiencies:

Microsoft Word, Excel, Outlook, PowerPoint, Great Plains; QuickBooks Pro; Lotus 123; ACT!; FRx M3 Hotel Accounting; Timberline Construction Software; TurboTax

Professional Associations:

Texas Society of Certified Public Accountants

American Institute of Certified Public Accountants

American Counsel on Renewable Energy

