



# James D. A. Felds

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*"Creating order out of chaos through strategic frameworks for complex operations"*



## Strategic Positioning

Business-tech translator delivering institutional-quality insights in days, not months. \$1B+ transaction experience serving \$1M-\$100M companies requiring sophisticated frameworks with entrepreneurial speed.

### Forward-Thinking Approach

While clients seek solutions for today's problems, our value lies in preparing for tomorrow's challenges—creating frameworks before complexity becomes crisis.

## Proven Results

### 15 Days

Valuation vs. 30-45 Standard

### 15-25%

Cost Savings Delivered

### \$1B+

Financing Since 2006

### 30+ Yrs

Experience

## Signature Transactions

### North Star Energy: \$250M Project Finance During Crisis

Structured non-recourse, project finance special purpose vehicle renewable power plant financing during 2008 Global Financial Crisis, coordinating power purchase agreement, feedstock supplier, EPC contractor, and US government grant integration.

### Wells Fargo Energy Financing: \$100M Bond Package

Executed negotiations for \$100 million in bond financing from Wells Fargo for a \$130 million renewable energy power plant during challenging market conditions.

### Premier Energy: \$65M Three-Country Transaction

US engineering firm requiring Chinese manufacturing and financing for Venezuelan National Oil Company (PDVSA) purchase—coordinated without letter of credit

### Don Pablo Coffee: \$20M Turnaround

Transformed distressed roaster to positive cash flow in months through comprehensive operational restructuring and strategic repositioning.

## Philosophy & Crisis Leadership

**"Time Kills All Deals"** - Learned selling my company on September 10, 2001. During 2008 crisis when others retreated, secured \$500M renewable energy and \$100M commercial real estate financing.

Systems thinking approach: Complex challenges require systematic frameworks, not isolated solutions. Multi-currency operations and cross-border expansion demand exponential thinking.

## Strategic Services

- Business Valuations (15-day)
- Domestic and Cross-Border Operations
- Systems Integration
- Turnaround Management
- AI Enhanced Analytics
- Risk Management
- Interim C-Suite
- Merchant Services US and Offshore
- Key Man Insurance

## Sweet Spot

### \$1M-\$100M

Revenue Companies

Requiring sophisticated frameworks with entrepreneurial speed

## Industries



## AI Enhanced Analytics

Faster analysis & cost reduction • Cross-industry pattern recognition • Business-tech translation • Strategic alignment frameworks

## Background

- Former professional musician (15 years)
- Grew Mercedes/BMW dealership to largest East of Mississippi River (\$175M + \$100M leasing)
- Founded EverGreen Rooms, manufactured air/water filtration systems in hotels (38 states), sold to NYSE-listed company
- Founded Focustar Mortgage (2004-2010)
- Founded Focustar Capital Group (2006-2021)
- Sailed from Florida to Grenada (2016-2022)
- USCG Master's License
- Founded Focustar Advisors (2022-)
- Turnaround Management Association member

## Additional Results

Missouri Fibre Corp  
50% partner dispute resolution

USA Odoo Platform  
International financing platform

HYH International  
Father-son succession valuation

Plaza Auto Group/Sport Imports  
Multiple dealership turnarounds

Family Business  
\$1M losses to profitability

## Unique Edge

- Founder-Seller-Advisor perspective
- Crisis-tested leadership
- Multi-currency expertise
- Litigation-ready valuations
- Business-tech translation
- Pattern recognition across industries

## Speaking & Leadership

Capital Raising Titans  
Family Office Club, Fort Lauderdale  
UNC Wilmington  
Small Business & Tech Development  
Southeastern Bio-Energy Conference  
UGA, Tifton Campus  
Lake Norman Home Builders  
Association speaking engagement

## Certifications

- Certified Mortgage Planning Specialist
- North Carolina Loan Officer License
- Former USCG Master's License

## Ready to Engage

Available for strategic advisory engagements, interim C-suite positions, complex transaction advisory, and turnaround management.

## Contact James D.A. Felds



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**Managing Principal,  
Focustar Advisors**  
Vero Beach, Florida

*"My expertise lies in creating order out of chaos by providing strategic frameworks that transform complex operational challenges into systematic, manageable solutions."*