



The Dages Company, LLC

www.TheDagesCompany.com

Since August, 2013

Character of Companies Serving or Served

- Startup, Early, and Growth Stage (e.g., Inc. 5000/RVA 25 caliber) — Revenue range of current clients - \$250K → \$15M+
- Current Engagements — Aggregate Revenue - \$50M+/-; Number of Employees - 450+; Multi-state – across the US

Currently Serving as CFO, Executive Team Member, and Trusted Advisor as well as Selectively Dedicating Controller and I/T Professionals

- www.CornerstoneRPO.com | Recruitment process outsourcing services Since March '14
- www.WellbornWright.com | Distributor and manufacturer Since April '14
- www.VirginiaSupportiveHousing.org | Commercial developer, property manager, not-for-profit Since July '17
- www.BarefootSpas.com | Manufacturer and distributor Since December '18
- www.CloudMSG.com | Managed services provider Since December '15
- www.Predxion.io | Ad agency Since April '17
- www.LegacyFoodserviceAlliance.com | Supply chain services provider Since January '19
- www.LaboremEdge.com | Marketing agency Since June '19

Sample of Value Delivered

- **Trusted** — Advisor/coach/mentor to business owners, management teams, and Boards
- **Planning** — Strategic, tactical, and operational planning, analyses, and decision making (esp.:, marketing/growth strategies, financial, organizational structures, staffing)
- **Decision Support | Analytics** — Internally across operations, marketing, finance, H|R, and I/T; externally to capital providers, brokers, carriers, etc.; the pursuit of additional rounds of equity capital; the introduction of new products, services, and technologies
- **Finance** — Credit and treasury relationship management/optimization/alternatives; negotiating/securing greater and alternative sources of credit and other professional services (e.g., legal, audit, insurance, etc.); pitch-deck development to support capital raising; financial modeling in support of organic, M&A, and capital raising pursuits; evaluating acquisition opportunities and supporting related due diligence efforts; acting as fiduciary and plan administrator for 401(k) and 403(b) plans
- **H|R** — Sourcing, assessing, securing, and onboarding senior leadership and mid-management talent (i.e., President, Controllers, Director of HR); developing and rolling out comprehensive management leadership training; advising/charting through the dynamics of organizational behavior, interpersonal engagement, and conflict resolution
- **Marketing and Sales** — New customer sales, contract negotiations, and engagement; structuring/developing business development and salesforce management infrastructures; evaluating new market and product development opportunities
- **Accounting** — Building solid pillars of credible, reliable, accurate, informative, and timely analytics and financial reporting
- **I/T** — Dedicating high caliber ERP implementation talent; acting as Director of I/T and managing MSP relationships; implementing process improvements
- **New Business Development and Startup Support** — New business feasibility and related market/competitor analyses; development/business planning; finance sourcing; identifying/securing construction and third party supplier relationships; consulting on site and construction design and layouts



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Some Others Served

- www.launchmedianetwork.com
- www.buskeycider.com
- Rush Travel Center
- S. C. Legacy Builders
- www.mcgeorgerv.com
- The Lawrence Group
- www.legalplacements.com

Background of Principal

CFO and Partner - Highway Service Ventures, Inc. 18 years

- \$125M+/- Retailer of Fuels, Merchandise, Food, Truck Parts and Services; Franchisee of Petro Stopping Centers, Wendy’s, Pizza Hut Express
- Strategic, tactical, operational planning and decision making
- Impacting finance, operations and marketing throughout the Company’s life-cycle, degrees of financial leverage, economic and industry upheaval, restructurings, and divestiture
- Management of key and alternative banking relationships, highly credible reporting, and exceptional analysis

Controller and IT Department Manger - Rappahannock Electric Cooperative 5 years

- \$100M+/- Electric Utility
- Change Agent, MBA

Audit Manager and IT Based Auditing Support - KPMG 7 years

- Noteworthy: Circuit City, Blue Cross and Blue Shield of VA, Valley Proteins, Riverton Rock Quarry

References

- Any of those we currently serve and/or have worked with in the past (i.e.: clients, employers, bankers, staff, etc.), would welcome a call

New Assignments

- **Capacity** – Available to serve and source others in CFO, Controller, I/T project management and/or other project based capacities; will always recommend less expensive resources where possible (e.g., Controllers, Assistant Controllers, Accounting Manager, etc.)
- **Flexibility** – Responsiveness is rapid but juggling multiple client engagements does necessitate a fair degree of flexibility relative to how we serve each
- **Location** – Principal primarily serves from office suite in Ashland, VA with regular visits to clients’ locations; others on-site and/or remotely

Fees

- **Hourly Rates** – Billed biweekly, due after 7 days
- **Out-of-Pocket Expenses** – Billed, as approved
- **Refundable Retainers** – Generally nominal