

MARK JRILEY

• Financial Consultant •

EXPERIENCE

PATRON TECHNOLOGY, Pittsburgh, PA

2017-2020

Parent company of Private Equity funded roll up entity in the entertainment industry that is developing an international entertainment event company. Offerings include Online Ticketing, Event Intelligence, Fan Engagement, Event Logistics and ancillary businesses.

Sr. Vice President of Finance - Report directly to CFO. Lead 5 Company Controllers

- Managed the annual Audit and Tax process for the 9 combined entities.
- Implement cost savings and strategy synergies by consolidating vendors and moving operations to single platforms. Includes Insurance, Payroll, 401K, T and E expenses, and Sales tracking databases.
- Managed the Risk department transition into high liability events and industries where the exposure exceeds \$100M. Upgraded risk process to limit fraud to less than 1% of charge volume.

SHOWCLIX, Pittsburgh, PA

2012-2017

Online ticketing platform startup serving major entertainment venues, promoters and the event planning industry. During tenure there, the company grew from 10 employees and \$8M in Gross Revenue to 60 employees and \$300M in Gross Revenue. Managed a lean team of 6 people in the Finance and HR areas. As an experienced Senior leader, I regularly interacted with all Directors and employees of the company to lead and motivate them to achieve company goals. **Company acquired by Patron Technology in July, 2017.**

Chief Financial Officer

2015-2017

- Led financial area of the Executive team that engineered a successful exit transaction of the company to a private equity buyer. Developed all financial models that presented financial and customer data. Worked extensively with outside Investment banks to create the financial presentation of the investor deck.
- Discovered, developed and executed a \$2M deal with a Comic Con promoter that was the largest revenue transaction in the company's history.
- Secured a \$1.5M credit line from a venture bank that provided the company with growth capital to achieve revenue goals.

Vice President of Finance and Human Resources

2012-2015

- Created, developed and managed the company's risk mitigation process. The system monitors, identifies, and prevents credit card fraud during client ticket sales. Implemented an underwriting process to screen clients who want advance payment. The percentage of sales volume lost to credit card fraud was reduced from 2% to .01%.
- Managed the Audit and Tax process that resulted in 6 consecutive clean audits. Developed solid Internal Controls with the company's internal systems and financial procedures to ensure that our financial data was accurate.
- Developed and managed the Human Resource department. Moved the entire process to a cloud based reporting structure that included the payroll function, the on-boarding employee package, and the employee review process. Expanded benefit offerings to include a 401k plan, life and disability insurances.

MJR FINANCIAL CONSULTING, Pittsburgh, PA

2007-2012

My firm provides interim financial management and strategic consulting services to small and large companies.

FINANCIAL TRANSACTION SERVICES, Pittsburgh, PA

2012-2017

Startup company in the Electronic payments industry that grew rapidly through acquisitions and organic growth. FTS 8,000 merchants generated a monthly run rate of \$4.6 million in revenue and 250K in EBITDA.

Chief Financial Officer

- Led the entire financial function for 5 companies and 2 acquired portfolios. Conducted monthly financial meetings with the Board and all subsidiaries to review results.
- Raised \$4.7 million in debt financing from 2 banks and an outside funding source and participated in the raise of \$4.6 million in equity capital from a group of 30 accredited investors.
- Created an agent residual database that generated the monthly commission that paid agents \$500,000 per month.

TRANSACTION SOLUTIONS, Pittsburgh, PA

2003-2005

Independent Sales Organization in the Electronic payments industry that grew through organic growth. The company's 6,000 merchants generated a monthly run rate of \$3.5 million in revenue and \$400K in EBITDA.

Chief Financial Officer

- Led the entire financial function for the company. Presented the company's results to parent company CEO and CFO at the monthly finance meeting. Reduced corporate overhead by \$6,000 per month.
- Developed audit process for monthly residuals that resulted in a recovery of \$100,000 and increased the portfolio's monthly run rate by 10%.

CROWN CASTLE USA, Pittsburgh, PA

2000-2003

Owner and operator of 10,500 wireless towers generating \$600 million in sales and owning \$3.6 billion in assets.

Assistant Controller

- Anchored the company in the midst of rapid growth by organizing the financial reporting process that provided management with accurate financial reports that allowed for timely and informed decisions.
- Led team to reduce unbilled revenue from \$15 million to \$0 in a four-month period.

CAPITAL APPRAISAL GROUP, Pittsburgh, PA

1998-2000

Chief Financial Officer

- Directed the organization's Finance and HR functions throughout the company's operations in 3 states.

BIG BURRITO, INC, Pittsburgh, PA

1995-1998

Controller

- Responsible for all financial functions of nine restaurants in the company.

TILLOTSON HEALTHCARE, Bedford NH Western Region Sales Manager • Responsible for all sales activities in the 13 Western States	1993-1995
MASONITE INC. Area Sales Manager, Los Angeles CA • Responsible for all sales activity in California, Arizona and Nevada	1988-1992
Senior Accountant, Chicago, IL • Responsible for the monthly Corporate Consolidation	1986-1988
DEAN WITTER., Chicago, IL Runner • Responsible for transporting orders to the trading pit on the Chicago Board Options Exchange.	1985-1986
WESCO, INC., Pittsburgh, PA Staff Accountant • Responsible for all financial reporting for 2 satellite regions.	1983-1985

E D U C A T I O N

MASTERS OF BUSINESS ADMINISTRATION , University of Southern California, Los Angeles, CA Marshall Graduate School of Business	1991
CERTIFIED PUBLIC ACCOUNTANT , American Institute of Certified Public Accountants	1987
BACHELOR OF SCIENCE in Accounting, University of Dayton, Dayton, OH	1983
ACADEMIC Carrick High School, Pittsburgh, PA	1979