

JAY M. WINOKUR

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Yorba Linda, CA 92686

Residence: (714) 779-9914
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PROFILE:

CFO for hire. CPA/MBA with a strong business planning and financial management background, analytical talents and over 28 years experience in diverse industries. Effective in creation of business and financial strategies and plans, ability to manage projects and increase profitability.

EXPERIENCE:

1997 - Present

SELECT UNIVERSITY TECHNOLOGIES, INC., Costa Mesa, CA

VP - Finance and CFO of this technology business incubator. Assist CEO in creating strategies for securing funding for all projects. Create and maintain all management information systems for the incubator and related start-up companies. Collaborate in writing business plans and creating financial models for over 20 proposed start-ups in diverse industries.

1993 - Present

WINOKUR & ASSOCIATES, BUSINESS PLANNING & FINANCIAL MANAGEMENT,
Yorba Linda, CA

Create business plans, financial strategies and comprehensive business models for start-up and growing companies. Serve as interim CFO, implementing accounting and control systems. Assist clients in resolving marketing and operational issues to improve organizational effectiveness and profitability. Specific achievements include:

- Created business plan for a computer software company seeking expansion capital. Served as interim CFO of this client on two occasions. Assisted in merger with a publicly held company.
- Created and implemented strategies to resolve multi-state sales and use tax exposure for a computer systems integrator. Multi million dollar tax exposure reduced by 95%.
- Recognized by the Court of the State of California as an expert in the field of raising capital for small businesses. Provided expert witness testimony that resulted in a \$40 million judgement for a client.
- Produced five semiannual Investor Forums, selecting and training emerging companies to present opportunities to audience of investors and lenders. Up to 35% of presenting companies raised funds; over \$40 million raised.
- Trained more than 150 start-up and growth companies on how to develop effective business plans, identify potential funders, and make highly effective presentations.
- Developed curriculum and materials, and taught seminars in financial strategy creation and business model development for Venture Point, the nation's only Small Business Development Center specializing in the high-tech sector.
- Advise NASA on commercial feasibility of leading edge technologies.

1991 - 1993

EVERNET SYSTEMS, INC. (Acquired by Control Data Systems, Inc.), Los Angeles, CA
Corporate Controller

Managed financial reporting, planning, banking relationships and cash position for this venture capital financed computer systems integrator. During this period, ESI grew by over 100%, reaching almost \$50 million in 1992.

- Managed strategic vendor and banking relationships through extended periods of severe cash shortages, resulting in survival and continued growth of the business.
- Led company-wide program to achieve breakeven cash flow. Cost reductions totaled over 30%, allowing ESI to reach breakeven within three months of start of program

- Assisted in successful equity and long-term debt offerings totaling \$8.2 million as well as eventual sale of company in 1993.
- Led five business unit controllers and supervised Headquarters staff. Utilized WAN-based microcomputer accounting system to consolidate data from eighteen accounting centers.

1990 - 1991

COMMONWEALTH HANDLING EQUIPMENT POOL (CHEP), Newport Beach, CA
Director of Finance and Administration, Western Region

Start-up joint venture in equipment renting and servicing industry, owned by British and Australian multinationals. Managed accounting, asset control, MIS, human resources, customer service and administrative facilities.

- Implemented asset control and operations system for equipment rental and customer support/service business, enabling company to begin operations.
- Improved marketing and operational approaches to business growth through development of business profitability models.
- Provided executive-level account management for CHEP's two largest regional customers-household names in consumer product manufacturing and distribution.

1987 - 1989

McDONNELL DOUGLAS INFORMATION SYSTEMS COMPANY, Newport Beach, CA
Director, Financial Planning and Analysis

Advised President and CFO on a variety of operational, financial and strategic issues. Consulted to major units of this \$1.3 billion systems integration company. Evaluated acquisition and divestiture opportunities.

Director, Finance and Administration, San Jose, CA

Managed staff of 40 in financial reporting, analysis and planning for a \$120 million computer services division.

1980 - 1986

GENERAL INSTRUMENT CORPORATION, New York City, NY

Division CFO, Brea, CA

Division Finance Manager, Hatboro, PA

Product Group Manager of Financial Analysis, New York City, NY

1975 - 1980

CONTINENTAL GRAIN COMPANY, New York City, NY

North American Divisional Strategic Planner, New York City, NY

Supervisor of Regional Financial Analysis, Kansas City, MO

Internal Audit Supervisor, New York City, NY

1974 - 1975

COOPERS & LYBRAND, CPAs, White Plains, NY

Staff Auditor

EDUCATION:

MBA, Finance, Rockhurst University, Kansas City, MO, GPA: 3.8

BBA, Accounting, Baruch College, New York City, NY, GPA: 3.9

PROFESSIONAL:

Awarded New York State Society of Certified Public Accountants Gold Medal for scoring highest grade on 1976 CPA exam. New York CPA license is currently being reactivated.

AFFILIATIONS:

Co-chairman of the Board of Directors of the California Venture Forum.