

GEOFFREY E. CHERRY

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|---|--|-------------------------------|
| ✓ Corporate Finance/Treasury Leadership | ✓ Turnaround Operations Execution | ✓ Banking/Investor Relations |
| ✓ Mergers & Acquisitions | ✓ Strategic Planning Development & Execution | ✓ Marketing Research/Analysis |
| ✓ Project Management | ✓ Procurement | ✓ Change Leadership |

PROFESSIONAL EXPERIENCE

ORBITAL LLC

Chicago, IL

Charter Management Back-Office Operations, Privately Held

President/Chief Executive Officer

2009-Present

Orbital provides operational and financial consulting to charter management organizations delivering the economies of scale and intellectual capital necessary to optimize our client's operations thus allowing clients to focus on their core competencies.

- Work with clients to understand their needs and available resources in order to develop an optimal capital structure. Liaison with lenders/creditors to recapitalize the client's balance sheet and reduce the organization's cost of capital.
- Responsible for all financial management, GAAP compliant fund accounting, analysis and reporting including budgeting, forecasting, compliance, performance management, monthly and annual financial statements.
- Fundamentally transform the ways in which the client operates by identifying and creatively solving complex problems, designing/restructuring critical processes and thus imparting improvements in efficiency and numerous key financial/operating performance indicators.

MERIDIAN SPORTS CLUBS

Los Angeles, CA

\$35 Million Health & Wellness Provider, Privately Held

Chief Financial Officer

2008 – 2009

Strategic finance and operations role reporting to the CEO, accountable for providing leadership in finance, tax, accounting, payroll, HR, IT and acquisition growth strategy.

- Developed strategies to grow and improve the organization's efficiency; implementation of these strategies led to improvements in economies of scale and appreciable growth.
- Liaised with organization's investment banker to successfully source and secure \$10M in mezzanine capital from private investment firm in order to recapitalize the debt and lower the annual debt service requirements.
- Negotiated credit facility to accommodate cash flow fluctuations amplified through recent acquisitions.
- Significantly improved efficiency and lowered overhead through the restructure of the finance and IT departments, consolidating recent acquisition's operations, staff and legacy systems.

YMCA OF METROPOLITAN CHICAGO

Chicago, IL

\$100 Million Health & Wellness Provider, Non-Profit

Treasurer & Vice President of Finance

2002 – 2008

Critical planning and execution role reporting to CFO, managing relations with bank syndicate in support of \$84M in tax-exempt bond debt, interest rate SWAPS, \$10M credit facility and \$219M in investments.

- Principal architect of organization's \$100M budget. Directed the budgeting process across enterprise, identifying areas of risk and opportunity for several disparate lines of business.
- Developed, analyzed and syndicated monthly financial and operational key performance indicators (KPI's). Utilized business intelligence applications in the analysis of strategic business unit's performance and efficiency, providing recommendations for improvements.
- Provided critical financial and operational intelligence to executive team and SBU managers, analyzing the financial impact of all major business decisions and operational issues across multiple lines of business with disparate locations, managers and skill sets.

Vice President of Operations

Strategic and tactical leadership role reporting to the Chief Operating Officer, managing the largest segment of the \$100M organization.

- Tapped to turn around struggling operations; designed and implemented turnaround strategy, identifying the root cause of operational deficiencies, replacing and rebuilding management teams, installing metrics and cost accounting systems to effectively manage operations. Improved segment's EBITDA by over 70%.

Sr. Director of Strategic Planning and Finance

Strategic and analytical role reporting to Senior Vice President of Marketing and Planning, managing the development of the strategic plan.

- Developed asset allocation models, competitive analysis and environmental assessments. Models led to the identification and divestiture of underperforming assets and investment into core, high performing assets

ABN AMRO

Chicago, IL

\$110.41 Billion Global Financial Services Provider, NYSE Ticker: ABN

IT Project Manager (Trust Technology Officer)

2000 - 2002

Strategic leadership role enhancing business processes through the implementation of information technology. Implemented IT projects; choosing vendors, negotiating vendor contracts and equipment purchases.

- Researched technology trends for opportunities to enhance internal processes and customer service. Developed capital budgeting models for potential initiatives and subsequently implemented the new technology, including, vendor selection, contract negotiation and the evaluation and procurement of hardware/software.
- Lead the end-to-end project execution (people, process and technology, initiation to closing) of the bank initiatives, driving effective, timely implementation to deliver expected results.

CASE CORPORATION

Chicago, IL

\$11.49 Billion Global Agricultural and Construction Equipment Manufacturer, NYSE Ticker: CNH

Program Manager (Senior Technical Specialist) (Contract)

1998 - 2000

Strategic leadership role accountable for managing teams of engineers and vendors in the development of new products.

- Recruited to bring new discipline into product development cycle. Directed team of developers in determining overall design vision and strategy under very tight time and financial guidelines.
- Delivered product conception to market, achieved all significant goals including reducing development costs, increasing gross margins and improving market share (by over 300%). Awarded multiple US patents.

BELL TEXTRON CORPORATION

Fort Worth, TX

\$13.19 Billion Global Aerospace Manufacturer, NYSE Ticker: TXT

Project Manager (Flight Test Engineer) (Contract)

1993 - 1998

Managed flight test program team

Designer (Aerospace Engineer) (Contract)

Researched, analyzed and developed military and commercial aircraft & helicopters

EDUCATION

WASHINGTON UNIVERSITY

St. Louis, MO

MBA - Finance

John M. Olin School of Business

UNIVERSITY OF ILLINOIS

Champaign/Urbana, IL

Bachelor of Science - Aerospace Engineering

School of Engineering and Applied Sciences