

CONSULTING HISTORY – BRUCE COOK, CPA

KEY STRENGTHS

- Accomplished professional with a blend of small business, corporate, and international experiences
- Unique skills combination: financial, accounting, sales, & management (including business ownership)
- Excels at strategic thinking and planning – ‘big picture’ perspective
- Talent for quickly analyzing and mastering complex business issues in a results-oriented manner
- Skilled organizer who thrives on challenging problem solving and project management
- Effective communicator who “gets the job done” in diverse environments and cultures worldwide
- Natural leader who positively communicates with, and motivates, people of all skill levels
- Savvy, “think-on-your-feet” negotiator and closer

CORE SPECIALTIES

- New system analysis, design, set up and implementation - GAAP and FAR compliant; QuickBooks Expert
- Start-Ups / Turnarounds · Management and situational analysis · Growth and exit stage consultation
- Grant compliance monitoring and audit representation
- Budgeting by department and project; forecasting and cash burn projections
- GAAP financial reporting through Board presentations; financial audit representation
- Strategic planning and execution · Capitalization analysis · Fund Raising Support
- M & A, business sale support · Due diligence · Market research · Negotiation support · Transfer support
- Complex licensing, manufacturing and job costing spreadsheet modeling

CLIENT HISTORIES

CONTROLLER, *Medical Device Start Up & Early Stage Commercialization*

- Systems design, Quickbooks set up and implementation:
 - Accounting system in compliance with Generally Accepted Accounting Principles (GAAP)
 - Budgeting and forecasting by department and R&D project; Capital expenditures budgeting; Cash Burn
 - Maintain Shareholder’s Equity accounting through multiple funding rounds; Capitalization tables
 - Monthly and Quarterly GAAP financial reporting to management and BOD
- Successfully coordinated annual financial audit
- Set up licensing model to project and compare licensing deals
- Operational support: oversee office set up, staffing, best practices, internal control procedures

CONTROLLER, *Drug Development Start Up*

- Introduced Grant Accounting & Compliance
 - Reorganized accounting system to segregate direct, indirect and unallowable costs
 - Implemented timekeeping policies and procedures for N.I.H. grant compliance
 - Implemented Financial Conflict of Interest Policy
 - Implemented monthly QuickBooks to grant budget reconciliations
- Successfully prepared and represented Client for grant audit
- Set up stock ledger, stock option sub ledgers and filing system for stock transactions
- Set up fixed asset sub ledgers and asset tagging
- Set up purchase control system to comply with grant audit requirements

CONTROLLER, *Medical Device Startup*

- Systems design, Quickbooks set up and implementation:
 - Budgeting and forecasting by department; Capital expenditures budgeting, Cash Burn
 - Accounting system in compliance with Federal Acquisition Regulations (FAR)
 - Job & project costing system, job bidding/costing spreadsheet
 - Purchase procedures and P.O. control system

CONSULTING HISTORY – BRUCE COOK, CPA

- Grant planning and budgeting model
- Board level reporting: accounting, financial, and marketing reports
- Complex modeling for licensing deals; manufacturing and packaging cost projections
- Federal Grant writing and budgeting (secured \$250,000 grant)
- Fixed asset audit (25% reduction in property taxes)
- Capital stock accounts analysis, reconciliations and buy out scenario modeling
- Fundraising: Private Placement Memorandum (and related power point presentations)
- Acquisition and capital investment fund raising due diligence; M&A modeling, negotiations and presentations

CONTROLLER, *Commercial Construction Turnaround*

- Immediate turnaround actions:
 - Financial review and emergency procedures implementation
 - Reconstructed prior financial records previously miss-recorded across multiple systems
 - Accounts receivable audit (avg. balance reduced over 80%, average collection days reduced by 18%)
 - Contract administration procedures (legal notice to owner and lien filing procedures)
 - Internal control review and procedures implementation
 - Purchase order system and controls, (10-15% savings per month)
 - Credit repair program (labeled “miraculous” company’s major supplier)
 - Sales tax audit, procedural changes
- Systems design, QuickBooks set up and implementation:
 - Design and implement accounting system, divisional accounting, job costing and work-in-progress analysis
 - Create accounting standard operating procedures,
 - Sales tracking database system
 - Human resources systems, employee training and feedback program, core values assessments and leadership team action plans

CONSULTANT, *Business Sales and Acquisitions*

- Business sale preparation consultation • Strategic planning • Pricing analysis • Marketing
- Negotiations, escrow and closing • Post transfer consultation

CONTROLLER, *Wholesale Distribution*

- Migrated financial system from “shoebox bookkeeping” to IT system • Internal control review and procedures
- Insurance and risk management • Human resource system, employee handbook
- Customer database tracking system (3,000 + customers) • Converted route sales to presell system

GOVERNMENTAL AFFAIRS CONSULTING

- Represented association before state environmental commission and in court (achieving a “one-in-one-thousand-chance” victory while coordinating a seven-year project campaign)
- Brokered deals with real estate developers, neighborhood associations, and governmental agencies
- Lobbied city, county and state elected officials to intercede on behalf of associations
- Led complex negotiations with multiple teams of attorneys over lengthy time periods

CERTIFICATIONS

- Texas Certified Public Accountant (CPA license no. 30209)
- Texas Realtor
- BA Degree, University of Texas at Austin