

J. David Cali

CHIEF FINANCE OFFICER & INVESTMENT STRATEGIST

Financial growth in the hundreds of millions—and billions

Influential executive—not your typical CFO—known for driving equity value as high as 25x for public and private entities. Proven authority on transforming status-quo companies into industry leaders by embracing a two-part approach: protecting the core business while capitalizing on mega-trends, exponential thinking, and monopoly strategies.

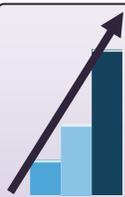
Revenue & EBITDA Growth ▪ **Corporate Vision & Planning** ▪ **Finance, Treasury & Accounting** ▪ **Mergers & Acquisitions**
Global Leadership ▪ **Breakthrough Product Innovation** ▪ **Team Building & Mentoring** ▪ **Risk & Compliance**

Value Creation

\$245M private equity
(25x value increase)
for ABC Lighting

\$4B public equity for
DAC; tripled stock
price in three years

Growth Optimization



**\$7B to \$50B surge in
aggregate growth
opportunities** through
vision-expanding
product development

Profit Improvement

400bp margin growth
via operations and
supply chain redesign

60% EBITDA boost
despite 40% industry-
wide decline

“J.D. achieved the impossible. He turned a mature lighting company into a nimble, cutting-edge technology business—a truly mind-boggling feat that enabled the profitable sale of the business.” ABC Company Chairman

PROFESSIONAL EXPERIENCE

ABC LIGHTING, Miami, FL

CHIEF FINANCE OFFICER | CHIEF STRATEGY OFFICER ▪ 2014 to 2020

Built a robust, efficient finance and operations organization, then used this foundation as the jumping-off point for transformation. Drove restructuring, brand overhaul, and first-in-the-world product development. Controlled finances and P&L. Navigated fierce industry and economic challenges to fuel rapid growth, leading to acquisition by LMN Corp., a Fortune 100 company.

Shattered expectations in 40% declining market—skyrocketing sales by 12% and EBITDA by 60%

- Increased EBITDA and P/E ratio simultaneously by adding an intellectual, technical edge to core products and capturing monopoly-based revenue and profits (via forced upgrades) across the entire portfolio.
- Boosted market positioning to #1 industry ranking—a feat that displaced Philips Lighting and other competitors, placed ABC as the go-to creator of groundbreaking lighting solutions, and bolstered private equity value by 25x (\$245M).
- Steered company resurgence by placing radical product development at the heart of corporate strategy.

Revamped the infrastructure for maximum efficiency, cost savings, and compliance

- Hired and mentored 18-person team recognized for business, financial, and interpersonal acumen at a global level. Coached individuals to deepen expertise in financial planning and analysis (FP&A), quarterly forecasting, and strategic planning.
- Evolved the long-term strategy (10-year revenue outlook) into an indispensable document that extended beyond financial analysis to set direction, devise a future-ready organization, and establish a clear roadmap for achieving benchmarks.
- Catapulted margins by 400 basis points through Lean Six Sigma cost savings and supply chain reengineering.

Linked corporate strategy and financial leadership to product engineering, inspiring game-changing innovation:

“Super technology” for emergency vehicles yielding 3x more output than all current products

Award-winning IoT platform for wireless vehicle control

Portable lithium-ion-powered lighting platform with six patented design differentiators

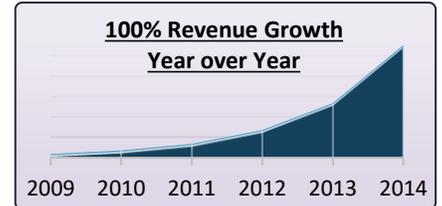
DAC COMPANY, Miami, FL

CHIEF FINANCIAL OFFICER | HEAD OF STRATEGY ▪ 2009 to 2014

Recruited by the Chairman and CEO to place this Fortune 500 company on a new flightpath prioritizing growth and shareholder value. Drove breakout performance by reforming strategy and accelerating product innovation. Rebuilt the financial infrastructure and oversaw finance to facilitate expansion and ensure regulatory compliance.

Created \$4B in public equity value as key corporate officer

- Tripled stock price in 36 months (from \$14 to \$46 per share) as executive strategist and collaborative innovator of bold business models, imagination-expanding strategy tools, and consistent P&L practices.
- Negotiated 20+ M&A deals, triggering 61% growth via acquisitions alone.
- Expanded aggregate growth opportunities by 670% (from \$7B to \$50B) by partnering with the executive team to zero in on emerging markets worldwide.
- Increased margins by 300+ basis points and cut costs \$125M through enterprise-wide Lean Six Sigma projects touching 28,000 employees in 110 facilities.
- Coached and mobilized 120-person team to deliver tech-savvy products recognized as best-in-class by *Forbes*.



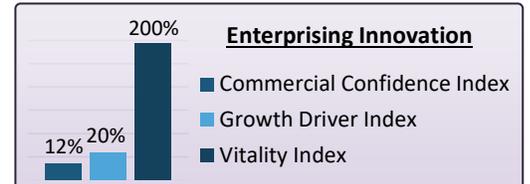
XYZ INCORPORATED, Miami, FL

VICE PRESIDENT OF FINANCE & CORPORATE STRATEGY ▪ 2004 to 2009

Tapped by the President to unearth opportunities in revenue and margin growth for XYZ, a \$40B conglomerate headquartered in Germany. Defined corporate strategy, fueled R&D, and steered M&As. Amassed a multicultural team and directed cross-border finance, accounting, and treasury functions. Negotiated transactions in English, German, and French.

Increased Vitality Index by 2x through ahead-of-the-curve product development

- Streamlined global financial operations and automated processes to eradicate human error and take the load off employees during a period of transformation and rapid growth.
- Optimized \$2B pipeline and accelerated R&D—resulting in trend-setting products and a J.D. Power Product Excellence Award—by rolling out Product and Cycle-time Excellence (PACE) product development methodology.
- Grew both revenue and EBITDA by double digits via cost-effective engineering and market-focused commercialization.
- Increased productivity by >100% through top-to-bottom culture repair that infused all lines of business with six competitive platforms: *best people, best brand, best products, best technology, best quality/cost/lead times, best distribution*.



ERNST & YOUNG, Jacksonville, FL

SENIOR DIRECTOR, STRATEGIC ADVISORY SERVICES ▪ 2001 to 2004
MANAGER, FINANCE & COMPLIANCE ▪ 1999 to 2001

Partnered with Fortune 500 executives to turn old ideas upside down and drive uninhibited growth. Crafted corporate strategies and influenced decisions by balancing courageous concepts with real-world data: financials, KPIs, and market insights. Increased revenue as high as 14% and market share by more than 4% for some of the largest companies worldwide.

Established the groundwork for success in earlier roles as Finance Manager for RQR Corporation, a public company. Modernized systems, developed teams, and managed all accounting functions, including SEC reporting.

EDUCATION

WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA
Master of Business Administration (MBA)

UNIVERSITY OF FLORIDA | WARRINGTON COLLEGE OF BUSINESS
Bachelor of Science (BS) in Finance & Business Administration with Foreign Language Focus

Proficient in Spanish, French, and German

ABOUT THIS PROJECT:

Over the years, I've learned that there is a lot of diversity among finance executives.

Some are focused almost exclusively on the numbers and the stories they tell. Others specialize in investments. Still others bring an entirely different, business-minded approach. They know finance and accounting at a deep level, and they expertly manage budgets, forecasts, FP&A, and controls. But they don't stop where the books end. They play pivotal roles in their companies, working across functions as business and technology strategists, operations leaders, marketers, and even product innovators.

J.D. Cali fits in this third category. He's not your typical CFO. To show his creativity and uniqueness, I created a bold first impression that grabs attention quickly using text boxes, color, and metrics. I used curved edges instead of hard corners for graphs and call-out boxes, and designed a rounded frame for the top and bottom of the resume—to bring readers inward.

One of his key differentiators involves product innovation, and this aspect of his career is highlighted in several bulleted statements as well as the text box at the bottom of page one.

With regard to content, I chose to explicitly write "not your typical CFO" in the first few words of the branding paragraph, to use the client's own dashing word usage to showcase his personality ("flightpath," "turn...upside down," "radical," etc.) and to surround this content with evidence of his achievements over the years: equity value creation, growth, and profit generation.