

STUART J. GROOM

PO Box 787, Syracuse, New York 13214
Home (315) 445-0101 • Cell (315) 730-2220 • sgroom@tab-cny.com
<http://www.webprofile.info/sgroom/>

CFO / PRESIDENT / GENERAL MANAGER

Highly accomplished, profit-driven financial and general management executive with extensive background in maximizing profits and shareholder value for public and private companies. Wide-ranging experience in multi-divisional and international operations. Successful record of achievement in startup, expansion, turnaround, and crisis management in highly competitive environments. Direct staffs to exceptional productivity, employee retention, and job satisfaction.

CORE QUALIFICATIONS

- P & L Management
 - International & Multi-Divisional
 - Investor Relations
 - Crisis Management
 - Mergers & Acquisitions
 - Outsourcing & Downsizing
 - Turnaround & Startup Strategies
 - Strategic Planning
 - Fiscal / Budgetary Oversight
 - SEC & Bankruptcy Filing
 - Plant Consolidation
 - Contract Negotiations
 - Public & Private Companies
 - Sarbanes-Oxley Compliance
 - GAAP Compliance
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PROFESSIONAL EXPERIENCE

THE ALTERNATIVE BOARD – Syracuse, NY 2004–Present

Manage all activities of consulting business specializing in CFO, strategic planning, marketing development, operations, and private coaching for business owners. Develop plans taking businesses to the next level.

Key Accomplishments:

- Restructured pricing policy, revamped sales process, and created a financial model of startup company, gaining a 50% increase in revenue per unit and substantial investor backing.
- Designed and produced educational DVD balancing humor with facts to capture listeners' attention.
- Conducted study and presented solutions to family-owned businesses for managing compensation, investments, and dividend income while maintaining family unity and harmony.

AXIOHM TRANSACTION SOLUTIONS, INC. (ATSI) – Ithaca, NY 2001–2003

Recruited back to this manufacturer of bar code and transaction printers for point-of-sale, ATM, and gas pump applications, to rationalize the business and develop a long-term strategy.

CFO and General Manager

In dual role as CFO of \$160 million, nine-division international group and GM of \$80 million transaction printer division, directed activities related to refinancing, covenant compliance, lender/investor relations, repatriation of foreign cash, cash flow, financial reporting, and budget and business plan development.

Key Accomplishments:

- Devised and implemented downsizing that eliminated 42% of indirect workforce and increased profits 25%.
- Turned around \$10 million loss to \$2 million in profits within two years.
- Developed strategic plan preventing premature closure of division and arresting \$50 million decline in revenue by exploiting a key differentiator.
- Enhanced working capital availability, increasing borrowing base from \$200,000 to \$7 million.
- Achieved extra 25% over budgeted EBITDA from Transaction Printer Group for two successive years.
- Established prompt and open communications with potential South Korean business partner.
- Remedied history of late interest payments and consistently met bank covenants.
- Orchestrated divestiture of \$25 million French subsidiary for \$1.5 million above target.
- Positioned company as solution provider and implemented trial programs with Staples and Big Y. Early results demonstrated an average 50% increase in "basket" per customer.
- Accomplished successful leveraged buyout of UK distribution business six months ahead of plan.
- Researched and negotiated financing at favorable rates (LIBOR +3%) for \$15 million asset-based loan.

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FERROUS EXCHANGE, INC. – New York, NY

2000–2001

Directed all financial, legal, and operational aspects of startup e-commerce business created to facilitate steel trading through the Internet.

Vice President of Operations and Controller

Recruited to establish financial, legal, and operational infrastructure and international standard contracts.

Key Accomplishments:

- Established standard international contracts for trading of steel in Asia, Europe, and North America.
- Implemented automatic procedures for procuring trade finance, letters of credit, and negotiable instruments.

AXIOHM TRANSACTION SOLUTIONS, INC. – Blue Bell, PA

1997–2000

Advanced through corporation, assuming management at various divisions to solve financial and operational dysfunctions and losses.

Vice President of Finance / CFO

Recruited to company as Controller and, as company grew, earned promotion to General Manager of \$20 million division and subsequent promotion to CFO of \$230 million public company.

Key Accomplishments:

- Led company through Chapter 11, establishing credibility with bank group, prearranging Chapter 11 filing, obtaining Debtor in Possession financing, and ensuring compliance with all SEC filings.
- As General Manager of Cognitive Solutions, Inc. in Paso Robles, CA, successfully turned around \$20 million division from recurring monthly losses of \$350,000 to profitability within two months.
- Saved company potential \$500,000 net profit loss by identifying and correcting faulty new pricing structure.
- Served as key member of team implementing Oracle MIS system to extract meaningful management data.

SCHLUMBERGER – Moorestown, NJ

1990–1997

Rapidly promoted through this \$6 billion international company from Internal Audit Manager in Paris, France to various Controller positions at divisions in Bonham, TX and Chesapeake, VA.

US Group Controller

Managed all financial and reporting aspects of \$70 million group of five business units.

Key Accomplishment:

- Spearheaded due diligence work for a \$27 million acquisition resulting in a final negotiated purchase price of \$13.3 million.

*Prior experience as **Audit Manager** with **TOUCHE ROSS** in London, England.*

EDUCATION & CREDENTIALS

INSTITUTE OF CHARTERED ACCOUNTANTS – England and Wales
Chartered Accountant, 1988

UNIVERSITY OF EDINBURGH – Edinburgh, Scotland
Bachelor of Science in Chemical Engineering – Honors Graduate
Certified Facilitator, 2003

Certified Strategic Business Development Coach, 2003

Publications / Presentations: Succession Planning • Compensation in Family Businesses •
Ways to Motivate and Retain Employees • Marketing Video