

JOHN RODRIGUEZ

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EXECUTIVE PROFILE

15+ years of financial and operational expertise as an owner, operator, and advisor. I bridge the gap between ownership's vision and financial & operational reality. Proven track record in rebuilding financial departments, integrating high-impact KPI systems, and driving EBITDA & equity value growth.

CORE COMPETENCIES

- **Financial Leadership:** P&L Management, EBITDA Optimization, Cash Flow Forecasting, and Managerial Finance.
- **Operational Excellence:** Multi-Unit Operations, Business Process Improvement, KPI Development, and Technological Integration.
- **M&A & Strategy:** Comprehensive M&A and Exit Planning Advisory as a CEPA®

PROFESSIONAL EXPERIENCE

Cedar Prairie, Austin, TX – Principal August 2022 - January 2026

- **Direct Ownership Advisory:** Advisor to private business owners on growth, exit, and M&A strategies.
- **Financial Transformation:** Rebuilt finance departments for improved accuracy, efficiency and reporting.
- **M&A Readiness:** Prepared businesses for 3rd party M&A transactions.

RR Acquisitions, Austin, TX – Principal August 2019 - July 2022

- **Acquisition Analysis:** Evaluated over 150 businesses for acquisition

Arbem Inc, St. Louis, MO – President & CFO January 2013 - December 2021

- **Multi-Entity Leadership:** Directed corporate governance and operations for nine corporate entities including hospitality, retail, and real estate.
- **P&L Responsibility:** Full accountability for \$6,000,000 in gross annual revenue and a team of 115+ employees.
- **Departmental Reconstruction:** Rebuilt the entire finance department, modernizing accounting and shareholder & management reporting systems.

EDUCATION & ADVOCACY

- **BA, Magna Cum Laude** | Berklee College of Music | Scholarship Recipient
- **Advisory:** Owners In Honor (Veteran ETA Charity) | The Grove Church
- **Technical:** CEPA® (Certified Exit Planning Advisor)