

Executive Profile



Rick Brounstein
Phoenix, AZ

EDUCATION

MBA, Finance

BA, Accounting
– with honors

Michigan State University

CPA Certificate with one
of the Big 4 Accounting
Firms



RELEVANT EXPERIENCE

HeartBeam, Inc. – *CFO* – Led the company through an IPO and large secondary; Functioned as a member of the core management team; Responsible for all infrastructure, investor relations, finance and accounting – SEC reporting

NewCardio, Inc. – *Executive VP; CFO* – Took company public through a reverse merger and \$8M PIPE financing; Managed follow-on financings totaling approx. \$10M, including S-1 process to a NASDAQ listing; Maintained SOX, Sec404(a) – set to NASDAQ governance standards

Securities and Exchange Commission – *Member of the SEC Advisory Committee on Smaller Public Companies 2005-2006* – Served on the Section 404 risk assessment sub-group; Represented *life science* companies

MedaSonics, Inc.– *CFO and Chief Quality Officer* – Strategized, negotiated and closed sale of niche brain monitoring medical device business at over 2x book value; Secured international OEM contract with Fortune 50 company; Merged all disparate CA operations of parent company, accessing \$40M NOL for use by the merged entity

OPERATIONAL SKILLSET

- Public company CFO, medical devices, other life sciences
- Intimate understanding of compliance/governance
- Recent IPO experience
- ASC 606 revenue recognition, overall accounting technical expertise

Chief Financial Officer

SUMMARY: **Rick Brounstein** Rick personally brings over 25 years of CFO-level experience including Big 4 CPA experience (Arthur Andersen & Co.), IPO experience and as a sitting CFO within the technology and life science markets. His background includes a range of companies from Fortune 500 to high-growth entrepreneurial opportunities. He holds a BA in Accounting and an MBA in Finance from Michigan State University and has a CPA certificate. Rick is currently the CFO of HeartBeam and Managing CFO Director in **[CTRL] CFO®**, a financial services group of CPAs with public company experience that help sitting CFOs and their team de-risk their jobs.

Key involvements include and have included:

- ❖ Managing Director and Founder, **[CTRL] CFO**
- ❖ President, **Financial Executives International**, Silicon Valley Chapter
- ❖ Member, **SEC Advisory Committee** on Small Public Companies
- ❖ Treasurer and Board Member, **CIMR**, a medical research organization

EXPERIENCE:

2016 - Present **[CTRL] CFO**, a financial services firm serving private companies who are large enough to need an audit or Smaller Public Companies that need complex Generally Accepted Accounting Principles ("GAAP") support.
Managing CFO Director, <www.ctrlcfo.com>

- ❖ The firm are GAAP advisers primarily in the software, tech/med tech industries working with CFO teams on difficult GAAP areas to ensure they are done quickly and correctly.
- ❖ The current focus is guiding companies through the complex process around the new ASC606 Revenue Recognition Standard, providing hands on technical support that allows companies to successfully plan for and adopt the new standards.

2015 - Present **HeartBeam, Inc.**, an emerging growth SaaS company providing the iCardiologist™, an always-available, smartphone-based system for detecting most major cardiac conditions.

Chief Financial Officer

2011 - 2016 **SerraLux Inc.**, Day-lighting manufacturer
Chief Financial Officer

2008 - 2011 **NewCardio, Inc.** (NWCI.ob) 3-D Cardiology software (SaaS model); telemedicine
Executive VP; Chief Financial Officer

- ❖ Managed the quarterly reviews/annual audits/SOX & NASDAQ governance requirements
 - Responsible for all '33 Act and '34 Act compliance and filings for this new SEC registrant immediately following reverse merger and \$8M PIPE financing.
- ❖ Managed follow-on financings totaling approximately \$10M, including S-1 process to NASDAQ listing with Rodman.

Chief Financial Officer (continued)

- 2005 - 2006 **SEC Advisory Committee on Smaller Public Companies, Washington DC**
Appointed to a 13-month term on a prestigious 21-member panel; member of the Section 404 risk assessment sub-group - represented micro-cap & life science companies
- 2001-2007 **Calypse Biomedical Corp, (CBMC.pk) HIV/AIDS diagnostic manufacturer**
Executive VP; Chief Financial Officer
Chief Financial Officer, responsible for accounting, finance, IR, legal, IT, HR, strategic planning; managed Geneva office
- ❖ Raised \$60MM in financings to complete turnaround and reestablish credibility.
 - ❖ Created momentum that built market cap in 6 months from \$15M to \$100M.
 - ❖ Qualified and moved company from OTCBB to Amex – Magic Johnson spokesman.
 - ❖ Consolidated U.S. manufacturing operations saving over \$1M.
 - ❖ Restructured, selling “legacy” business, reducing burn rate over 60 %/(\$8M).
- 2000-2001 **Certicom Corp. (The Blackberry Co.) Wireless internet security software company**
Senior Vice President, Chief Financial Officer and Corporate Secretary
Directed Operations/Facilities, Finance, Investor Relations, MIS, Legal and HR; company grew from 120 employees to 440 before consolidating in Canada.
- ❖ Raised approximately \$90M, including NASDAQ IPO road show.
 - ❖ Added new analyst coverage, including CSFB and Chase/H&Q - JP Morgan.
 - ❖ Negotiated \$18M accretive PKI security services acquisition integrating workforce.
 - ❖ Negotiated and managed over ¼ MM sq2 in facility expansion in the US/Canada.
 - ❖ Directed software revenue recognition during 5X one-year growth stage.
 - ❖ Implemented internet-based Oracle ERP system.
- 1997-2000 **VidaMed, Inc. (Medtronic Inc) Emerging medical device manufacturer, Urology**
Chief Financial Officer
- ❖ Raised \$40MM in PIPE financings on the NASDAQ.
 - ❖ Conducted road shows, led analyst interaction.
 - ❖ Identified Medicare reimbursement loophole and created a fee-per-use program resulting in incremental gross profit exceeding 80%; revenues increased over 200%.

Chief Financial Officer (continued)

- 1989-1997 **MedaSonics, Inc.** *Boutique medical ultrasound device manufacturer*
Chief Financial Officer and Chief Quality Officer
- ❖ Strategized, negotiated and closed sale of niche market stroke prevention device.
 - ❖ Lead ISO 9001 registration. Image enhancement resulted in GE OEM contract.
 - ❖ Merged all disparate CA operations of parent company saving \$40M NOL.
- 1986-1989 **MPDI, Inc.**, *VC-funded medical software and radiology clinics company*
Interim President, Chief Financial Officer and GM Clinics Division
- 1984-1986 **PerfectData Corp.**, *small NASDAQ computer supplies company*
Chief Financial Officer,
- 1981-1985 **Verbatim Corp., (Mitsubishi Co.)**, *\$170M disk manufacturer*
Treasurer, Interim CFO; co-managed investor relations for this 'most actively traded'
AMEX corporation during its pre-acquisition 3-year growth period from \$50M
- 1979-1981 **Advanced Micro Devices, Inc., Corp., (NYSE: AMD)** *\$300M semi-conductor manufacturer*
Accounting Manager
- 1972-1979 **Arthur Andersen & Co., Audit Manager (Manufacturing),** *Chicago - Seattle*

EDUCATION, MEMBERSHIPS, ACTIVITIES

- ❖ **Michigan State University** BA, Accounting (honors); MBA, Finance (high honors).
- ❖ **CPA** certificate; practiced within the Big '4' for over 7 years before entering industry.
- ❖ **SEC Advisory Committee** on Smaller Public Companies – Member, SOX 404 team.
- ❖ **Financial Executives Intl., (FEI)** President, Silicon Valley Chapter; several national roles; currently Chairman, National Relations.
 - Member, FEI National's COSO working group that updated the internal controls framework used for SOX to **COSO 2013**.
- ❖ **CIMR:** Board Member and Treasurer of the California Institute for Medical Research, a not-for-profit organization working to further extend the frontiers of medical knowledge.
- ❖ **VC Taskforce**, Executive Committee Member of this organization founded to address issues of the day that benefit both investors and their portfolio companies in the venture community.
- ❖ **Provisors**, a professional group of trusted advisors, member San Jose 2 Chapter and on the executive committee of the distributors and manufacturers affinity group.

- ❖ **LinkedIn:** <http://www.linkedin.com/in/rickbrounstein>.