

## Brad Oldham, CFA Partner



### Select Executive Experience

#### EBB Group (2019-2023)

Managing Director

#### Sundance Healthcare (2018-2019)

Chief Financial Officer

#### Daybreak Venture, LLC (2017-2018)

Consultant/Interim CFO

#### Caregiver, Inc. (2016-2017)

Chief Financial Officer

#### Creative Solutions in Healthcare, Inc. (2015-2016)

Chief Financial Officer

#### BGS Pharmacy Partners Inc. (2011-2015)

Chief Financial Officer

#### Data Drive Thru, Inc. (2005-2011)

Chief Financial Officer

#### Reliant Holdings, Inc. (2002-2004)

Chief Financial Officer

#### Hunt Capital Group, L.L.C. (1995-2002)

Partner

#### Ernst & Young Business Valuation Group (1992-1995)

Senior Business Valuator

### Core Competencies

Strategic Analysis

Operations Focus

Profit/Value Maximization

Debt & Equity Raise/Negotiation

M&A

Private Equity

Board of Directors

High Growth Management

Contract/Deal Negotiation

Turnarounds

Manufacturing Liaison

International Experience

Process/Controls Management

Investor/BOD Relations

### Executive Profile

Brad is a Partner on the Central team of SeatonHill. Mr. Oldham has over 25 years of experience working with private and private equity-backed companies as a CFO, owner/operator, private equity investor, and investment banker. He has a strong background in operations, mergers, acquisitions, divestitures, investing, and capital raising. Brad's extensive and varied financial and operating background gives him a unique skill set that he brings to bear as a financial advisor. His background consists of early work with a Big 4 accounting firm, plus extensive experience in the healthcare industry, having served as the CFO of companies in various healthcare sectors. Outside of work, Brad enjoys spending time with his family and performing music. Brad played bass and sang in tribute bands for Pink Floyd and Rush for 15 years and still plays in his church band and in other bands from time to time.

### Industry Experience

Private Equity

Big 4 Accounting

Consulting

Investment Banking

Healthcare

Institutional Pharmacies

Radiology

Skilled Nursing Facilities

Assisted Living Facilities

Consumer Electronics

Durable Medical

Equipment

Psychiatric Hospitals

Intellectual and Developmental

Disabilities

Manufacturing

### Education & Certifications

#### Master of Business Administration in Finance

Texas Christian University

#### Bachelor of Science in Marketing

University of Tennessee

#### Chartered Financial Analyst (CFA)

#### Anthropic AI Certified

Claude 101 and AI Fluency Framework & Foundations Certified



**Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.**

## Key Experience

**M&A Investment Banking Company:** As Managing Director, Brad is a licensed investment banker, performing buy-side, sell-side, and capital raise transactions. He is responsible for all elements of transactions including due diligence, valuation, and price negotiation. Brad serves clients in a variety of industries including healthcare, transportation, manufacturing, and construction.

**Psychiatric Hospital Management Company:** As Chief Financial Officer. Brad was hired by owners to clean up the accounting and operational issues to position the company for a potential sale. He was also selected to be the point person on due diligence for potential buyers. Sale completed to strategic PE-backed buyer.

**Skilled Nursing Facility Company:** As Consultant and Interim Chief Financial Officer, Brad was hired to work with the CEO/Chairman of the Board and President/COO on restructuring the company's balance sheet, operating performance, and cash flow. He developed a detailed cash flow model to navigate the company through an extremely cash-tight period and project results of multiple restructuring scenarios. Brad negotiated a deal with the largest landlord to sell eight money-losing facilities, affect consolidations turning six money-losing facilities into three profitable facilities, and realize rent reductions on the remaining facilities. He also identified corporate overhead reductions, realizing annual savings of over \$4 million.

**PE-backed Healthcare Company:** As Chief Financial Officer, Brad restructured the accounting and accounts payable departments, including hiring a new controller. He developed staffing analysis reports that enabled the company to reduce its staffing expense by 250 basis points. Brad integrated two initial, merged companies and three subsequent acquisitions onto new accounting and payroll systems he implemented. Brad also performed a clean-up of accounting records, developed a facility-by-facility budgeting model, and created a new monthly financial reporting package.

**PE-backed Pharmacy Management Company:** As Chief Financial Officer, Brad prepared the company for a successful sale to a public company and led due diligence activities, interfacing with the buyer, investment banker, and attorneys. He refinanced the company's debt increasing its LOC capacity and securing improved asset eligibility

**Brad Oldham**  
Partner



parameters, resulting in an increase in funds available to the company of over 30%. Brad generated operating budgets and performed detailed strategic analyses, resulting in increase to cash flow of over \$1 million. He negotiated a new contract with a primary vendor, resulting in an improved gross margin of 120 basis points and a one-time rebate of \$340k. Brad further improved cash flow by decreasing both AR days and inventory days. He developed processes that streamlined and tightened the daily balancing and reporting of the company's third-party, facility, and private accounts receivable collections. Brad oversaw the selection and implementation of a new health plan into which all employees were merged from 4 legacy health plans. He also put in place a new business insurance package providing better coverage at less cost.

**Consumer Electronics Company:** As Chief Financial Officer, Brad joined the company pre-revenue and helped grow it into a multi-million dollar revenue business. He guided the company through the difficult process of applying for and being granted vendor numbers with national retailers and guided the company's products through the QA process with the retailers, resulting in the products being placed on shelves in over 4,000 storefronts nationwide. Brad interfaced with manufacturers in China on all issues related to the manufacturing of the company's products including design, QA, scheduling, and pricing. He directed and oversaw all financial and accounting functions of the company. Brad led capital raise efforts that successfully secured \$1.5 million Series A equity investment in the company.

**SEATON HILL**™

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