SEATONHILL™
Strength in Numbers

Rhonda Rosen
Partner

Select Executive Experience

Escalon Services (2019-2022)
CFO Consultant

TheGiftBox.com (2016-2020)
CFO

MediQuire, Inc. (2018-2021)
CFO

Small Business Administration, Receivership Department (2013-2017)
Principal Agent

Validus Pharmaceuticals (2007-2010)
CFO

Putnam Lovell NBF (1999-2003)
Managing Director

Oppenheimer & Co (1992-1999)
Managing Director

CIGNA (1981-1988)
Division CFO

PWC (1979-1981)
Auditor, New York Metro Practice

Board Positions
- Transport Group Theatre Company
  Director, Finance Committee
- Hills Highlands Master Association
  Trustee, Treasurer

Core Competencies

Early Stage & Growth Companies
Capital Raising & IPOs
Mergers & Acquisitions
GAAP & SEC Reporting
Financial Operations
Treasury
Audit
Board & Investor Relations
Strategic Planning
Team Leadership
Sale Readiness
Project Management
Bankruptcy & Receiverships

Executive Profile

Rhonda Rosen is a partner on the Northeast team of SeatonHill. She is a senior finance executive with over twenty-five years of leadership across finance, banking, capital markets, and corporate administration. Rhonda has extensive experience serving both public and private early-stage, growth, middle-market, as well as private equity-backed organizations. She also has deep expertise in biotechnology, contract research organizations, specialty pharmaceuticals, medical devices, healthcare IT, beauty and wellness, consumer products, and financial services. Rhonda is a proven leader in capital raising, mergers and acquisitions, audit and SEC reporting, operational improvement, and strategic finance, as well as a trusted advisor to boards, investors, and executive leadership teams.

Industry Experience

Biotech
Contract Research Organizations
Specialty Pharmaceuticals
Medical Devices
Healthcare IT
Beauty & Wellness
Consumer Products
Revenue Recognition

Education & Certifications

MBA, Finance & Accounting
The Wharton School, University of Pennsylvania

BS, Economics
The Wharton School, University of Pennsylvania
(Graduated Summa Cum Laude)

MS, Taxation
Fox Business School, Temple University

FINRA Licenses
Series 7, 63, 79, 24 (General Securities Principal);
Series 27 (Financial and Operations Principal)

CPA

SEATONHILL™
SeatonHill Partners, LP
777 Main Street, Suite 600
Fort Worth, TX 76102

www.SeatonHill.com

For more information contact:

Rhonda.Rosen@SeatonHill.com

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.

Rhonda Rosen

Partner

Key Experience

SeatonHill Engagements: Rhonda serves as a Partner and Consulting Chief Financial Officer for this national provider of best-in-class CFO services and executive advice, supporting Owners and Management in their focus on business growth while guiding the management of the finance function. In various engagements, she has managed financial operations and reporting. Rhonda has assisted senior management with capital raising, company sale, and other financial transactions. She also assisted with strategic partnership transactions, business growth, budgeting, and operational improvement.

Contract Research Organizations: Rhonda served as the Consulting Chief Financial Officer to several Contract Research Organizations (CROs) providing trials for multiple therapeutic sectors including, but not limited to, CNS, wearable medical technology, oncology, and orthopedic products. Rhonda provided financial and investment banking support to the senior management of a mid-sized CRO in its sale to Private Equity, assisted in the completion of two independent Quality of Earnings projects, and managed the company's first independent audit. Rhonda established GAAP compliant financial reporting systems and procedures for two early-stage CROs and trained newly hired financial personnel.

E-Commerce DTC Beauty Product Company: As Consulting CFO, Rhonda managed financial operations, reporting, and tax return preparation. Her enhancement of internal and external reporting helped support 3x growth in revenue over a two-year period. Rhonda also assisted senior management with budgeting, capital raising, strategic partnership transactions, investor communications, and general administration.

Research and Development Stage, Publicly Traded Medical Device Company: As CFO, Rhonda managed all financial operations and reporting, treasury, annual audit, and tax return preparation. She prepared consolidated GAAP financial statements including SEC filings, and assisted in capital raising transactions, including a 2015 private placement of equity plus warrants. Rhonda was also responsible for Board and investor communications and general administrative functions.

General Receivership Roles: As a Principal Agent of the Small Business Administration, Rhonda managed the sale and/or liquidation of portfolio companies held by the receivership estates for Small Business Investment Corporations (SBICs) in receivership. She assisted in the sale of a medical device company, including the selection of a banker and the review of the purchase agreement and related sale documents.

As CFO for a medical IT company, when the board decided to place the company in bankruptcy, Rhonda worked with counsel to oversee the receivership process and closure of the business.

Pharmaceutical Company: As Chief Financial Officer of this company, Rhonda developed and implemented all financial activities and managed the consolidation of its predecessor companies, including a pharm-focused private equity firm, into the new corporate entity. She executed financial and operational planning and treasury and cash management. Rhonda also oversaw preparation of tax returns and K-1s and managed payroll, benefits administration, and office operations. She was project manager for the technical transfer of the largest acquisition, coordinating with the seller, contract manufacturers, suppliers, and consultants.

Investment Banking – Asset Management: As Managing Director, Rhonda originated and executed advisory assignments, acquisitions, divestitures and public and private financing transactions for alternative and traditional asset management companies, private equity firms and insurance companies. She established new business relationships with asset accumulators, asset managers and financial product distributors, including insurance companies, hedge funds, fund of funds, hedge fund incubators, private equity firms and traditional asset managers. Rhonda also negotiated and closed transactions ranging in size from $100 million to $7 billion.

Investment Banking – Insurance: As Managing Director, Rhonda developed an investment banking practice in the insurance, reinsurance, and asset accumulation industries. She originated new business for the investment bank and commercial bank, focusing primarily on public and private financings; mergers, acquisitions, and divestitures; and the sale of structured products. Rhonda has experience in transaction negotiations, marketing, SEC document drafting and due diligence, closing transactions ranging in size from $50 million to $1.3 billion.

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For more information contact:

Rhonda.Rosen@SeatonHill.com

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