

Kip Gordon
Partner



Select Executive Experience

DaVinix (2020-2023)

Vice President of Business Development

FlexManage Inc. (2018-2020)

CFO

MaxPoint Interactive Inc. (2008-2017)

Vice President of Operations Services
VP of Finance and CFO

CeLight Inc. (2007-2008)

CFO

The DoAll Company (2004-2007)

COO

Core Competencies

Finance

Accounting

Planning and Analysis

Treasury/Banking

Fundraising

Operations

Business Development

Negotiations

Legal/Contracts

Treasury and Banking

Risk Management

Real Estate

HR

Technology Implementation

Intellectual Property

Productivity / Process and Cost
Reduction Initiatives

M&A Analysis

Exit Planning

Forecasting

Operational Metrics

Due Diligence Management

Pre-IPO Planning

Executive Profile

Kip Gordon is a Partner in the Chicago office of SeatonHill. Mr. Gordon is a financial and operations executive with leadership experience spanning multiple functions for high-growth technology, middle-market logistics and manufacturing organizations. Kip is a creative problem solver and change agent that can move comfortably between strategy/priority development and operating detail. He has successful Venture Capital-backed technology experience (seed, early-stage, high-growth stage). He also has multiple turnaround experiences for Private Equity portfolio and other privately held businesses. Kip has a proven track record of developing high-performance teams, engineering profitable P&L algorithms, scaling during high-growth periods, and navigating cash-shortage challenges. He has driven profitable operational changes through metrics, process and control initiatives, and supplier negotiations. Kip's industry sector experiences include SAAS, technology managed services, advertising technology, big data, AI, supply chain and logistics, multi-unit retail, manufacturing, and large cap consumer goods.

Education & Certifications

Master of Business Administration in
Finance

The University of Texas, Austin



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.

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Key Experience

SaaS Company: As VP of Business Development, Kip was responsible for landing the first major accounts for this SaaS early-stage digital workflow guidance and operational intelligence platform. He played a significant role in shaping product features to solve client problems and address new markets. Kip also developed key strategic relationships leading to new business opportunities. He executed marketing addressing SAAS metrics for CAC and conversion rates and addressed sales tax and governance matters as part of informal finance responsibilities.

IT Services Company: Kip was hired by private equity firm and CEO to help plan and lead turnaround in the business and prepare for exit. The business was sold to strategic buyer in early 2020 and the primary goal was to create sufficient cash availability, achieve positive adjusted

EBITDA plan, and prepare the company for sale. Kip solved a series of challenging problems to create path through to goals, including:

- Avoided lease becoming potential \$1M+ debt burden against sale price by negotiating amendment to multimillion-dollar headquarters lease, moving to reduced office footprint, and cutting facilities expenses more than 50%.
- Avoided 30% increase in healthcare insurance expense by moving to PEO model, which saved hundreds of thousands of dollars each year, helped secure adjusted EBITDA target for sale price, and avoided unfavorable disclosure during buyer diligence.
- Significantly increased borrowing capacity by moving from legacy asset-based lender to more productive lender relationship.

- Increased cash availability by aggressively managing payables, negotiating with vendors over performance issues, reducing accounting staff 20%, settling lawsuits, and cutting discretionary spend not producing value.

Advertising Technology Services Firm: Kip was the first financial executive for this start-up advertising technology services firm and part of the original leadership team, which scaled to IPO, and then exited via acquisition by a strategic buyer. This company grew from \$100,000 in revenue with 7 employees in 2008 to more than \$140M, 400+ employees, and 3 VC rounds en route to \$300M market cap IPO. Kip moved to an operations role after transitioning CFO role and IPO prep. The company was taken private via strategic acquirer in 2017 at 250% premium to trading price. Kip's achievements included:

- Substantially reduced need for additional equity capital, bridging capital needs from final VC round in 2011 to IPO in 2015, by sourcing and negotiating multiple commercial banking agreements and extensions.
- Delivered millions of dollars in YOY savings via contract negotiations and process engineering with media partners, suppliers, and broad range of internal productivity initiatives, which moved company to EBITDA positive in preparation for sale.
- Reduced major costs 40% while expanding overall capabilities and service offerings following reengineer of rich media business segment to move from single creative source to multiple suppliers.
- Boosted retention through development and implementation of process for operational performance review and monitoring of key account campaigns to immediately spotlight issues.

(continued)

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Key Experience (continued)

- Identified cost efficiencies and reduced transactional waste in media acquisition, ad serving, hardware procurement, data center, and bandwidth costs through close collaboration with engineering and analytics to develop scalable slate of supply partners for BOM.

National Industrial Distribution Business: Kip was recruited to lead turnaround and growth of \$300MM national industrial distribution business and stabilize relationships with commercial lenders. He oversaw distribution operations, purchasing, logistics, finance, IT, and customer service with dotted-line accountability for 4 manufacturing and production units and 3 international businesses. Kip's achievement included:

- Returned distribution unit to profitability through operational improvements, cost reductions, and contribution from an acquisition.
- Added 25% to distribution division revenue via completion of successful acquisition funded entirely by restructured bank agreement.
- Increased distribution margins through restructured pricing programs, segment analysis, controls and incentives, and database clean-up.
- Moved company out of asset-based, syndicated agreement to more favorable commercial agreement with reduced spreads and fees and increased availability.
- Reduced freight costs for parcel 25% and LTL 15%, creating paradigm shift in freight expense and enabling move toward centralized shipping of key items, following negotiating new transportation agreements.

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