

Rhonda Rosen

SeatonHill Partner

CORE COMPETENCIES

Start-up • Growth Companies • Capital Raising & IPOs • Project Management & Team Leadership • E-Commerce • Bankruptcy & Receiverships • Audit • Treasury • Mergers & Acquisitions • PE/VC Backed Firms, Joint Ventures

EXECUTIVE PROFILE

Rhonda Rosen is a partner in the New York office of SeatonHill. She is a senior finance executive with an extensive skill set that spans all areas of finance, banking and administration, including board and investor communications, M&A, public and private financing transactions, and initial public offerings. Rhonda has a proven track record leading the growth and dramatic improvement of multiple early stage, mid-sized and PE/VC backed companies. Over the course of her career, she has negotiated and closed over 60 transactions ranging in size from \$50 million to \$7 billion. Core vertical experience includes e-commerce and consumer products, subscription-based products and services, specialty pharmaceuticals, medical devices, healthcare IT, asset management, and financial services.

KEY EXPERIENCE

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.

E-Commerce Subscription Giffbox Company: As **CFO**, Rhonda managed all financial operations, reporting, treasury, Board and investor communications, and general administrative functions. She prepared GAAP financial statements and projections, and initiated cost and internal controls to enhance profit margins.

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.

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)

Certified Public Accountant



SELECT EXECUTIVE EXPERIENCE

Early Growth [2019-2022]
CFO Consultant

TheGiffBox.com [2016-2020]
CFO

MediQuire, Inc. [2018-2021]
CFO

**Small Business Administration,
Receivership Department [2013-2017]**
Principal Agent

Tatum, a Randstad Company [2010-2019]
CFO Consultant

Putnam Lovell NBF [1999-2003]
Managing Director

Oppenheimer & Co [1992-1999]
Managing Director

PWC [1979-1981]
Auditor, New York Metro Practice

CONTACT

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