

Robert (Bob) Lettieri

SeatonHill Partner

CORE COMPETENCIES

CFO • Capital Markets and Private Equity • Mergers and Acquisitions • Debt Restructuring • Risk Mitigation • Corporate Governance • Operations • Budgeting and Forecasting • Contract Administration • Business Development

EXECUTIVE PROFILE

Bob Lettieri is a partner in the Scottsdale office of SeatonHill. Mr. Lettieri has over 40 years' experience within CFO and COO capacities serving both early stage and established firms, including global organizations. In addition to performing traditional CFO and COO functions, Bob's key area of expertise is in capital formation. Over the last twenty years he has raised over \$100 million in series A & B funding, including debt restructuring and mergers and acquisitions. He also has extensive experience working with boards of directors on compliance and corporate governance. As COO, for numerous entities, he implemented restructuring and risk mitigation strategies that reallocated resources within specific timeframes to maximize capital utilization. Key examples include:

Cell Trust: As **CFO** and **board member** of this mobile content and software developer, Bob completed the original legal and capital formation structure. He raised \$12 million in M&A transactions, \$10.5 million in series A funding, including the negotiation and integration of a company APA. He was responsible for accounting, finance, contract administration, key vendor relations, HR, and international business development.

Applied Photonics: As **CFO** and **COO** for this laser equipment manufacturer, Bob completed the first round of private equity funding for \$12.5 million. He also developed the operations infrastructure to support this international high-tech business, including financial accounting, reporting, and administrative operations.

Patch Link: As **CFO** and **COO** for this security software developer, Bob completed \$40 million in first and second round funding with private equity and private placement sources. He developed an MBO system with department accountability to assure achievement of revenue goals. Overall, Bob was responsible for business development, staff recruitment, and the negotiation of several key strategic alliances.

ASD, Inc.: Bob was **CFO** and **board member** for this contract manufacturing design and engineering services firm, serving Fortune 1000 high tech and telecommunication industries. He led the company through an IPO, and in preparation for which, he modernized the accounting, cost systems, and related personnel to required SEC standards. He also assisted in obtaining the company's ISO 9001 certification and improved the inventory system to facilitate the expansion of asset-based borrowing along with reduction of debt and increased liquidity.

EDUCATION & CERTIFICATIONS

MBA in Finance • Arizona State University

BS in Accounting • St. John's University, New York



EXECUTIVE EXPERIENCE

Cell Trust [2012-Present]
CFO, Board Member

Applied Photonics [2004-2006]
CFO, COO

Patch Link [1999-2005]
CFO, COO, Board Member

Hi-Health Supermart Corp [1998-1999]
CFO

ASD Group, Inc. [1995-1998]
CFO, Board Member

CONTACT

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