

Professional Profile

Adam Cohen - MBA

Managing Director - Atlanta

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Adam Cohen has a diverse background in finance, operations, and M&A and has held multiple positions as CFO, from a private equity firm to a national LTL trucking company. He has worked in a niche healthcare company, managed a large restaurant franchise, as well as worked with large companies like The Home Depot.

As a consultant, he has worked with numerous companies in multiple industries including transportation & logistics, digital media, manufacturing, consumer products, and nonprofit. He has worked on equity raises, debt refinancing, asset dispositions, M&A, operational consulting, and lease negotiations, while working on behalf of both lenders and owners.

Prior to consulting, he was the CFO at Mosaic Investments, a small Private Equity firm in Atlanta, GA, where he led the finance, operations, legal and HR aspects of a 37-unit Arby's franchise located in the southeast. Additionally, he was on the Board of Directors for a nationwide specialty LTL trucking company based in Tennessee. He was instrumental in the turnaround of this company, acting as the interim CFO in parts of 2016 and 2017. While there, he successfully maintained relationships with multiple lenders while raising an additional \$4 million in order to support an operational turnaround plan. Prior to Mosaic, he was Finance Manager at Cotiviti and held other M&A and Finance roles at Physician Oncology Services, HD Supply, and The Home Depot.

His experience includes positions with Mosaic Investments, Cotiviti, Physician Oncology Services and The Home Depot.

PROFESSIONAL EXPERIENCE

MOSAIC INVESTMENTS, INC. - Chief Financial Officer of Mosaic Investments Inc.

Led the search for acquisitions spanning multiple industries.

Led the valuation, due diligence, and capital raising processes for all potential acquisitions.

Successfully completed the purchase of two operating companies and three properties, as well as the profitable sale of the same three properties during my tenure.

Managed a back-office team to support to the 30 franchise units under management.

Portfolio of 37 Arby's restaurants in the Southeast. The company was formed through 5 acquisitions between 2014 and 2017.

Led the due diligence and acquisition of a 13 unit Arby's franchise located in Tampa, FL with revenue of over \$12 million.

Led many aspects of the business including finance, accounting, human resources, construction, legal,



information technology, insurance, pricing, and operations. Tampa revenue and EBITDA grew over 30% and 70% respectively in less than 3 years during my tenure.

Led the due diligence and acquisition of 13 additional Arby's franchises in Raleigh, North Carolina with revenue of over \$13 million.

Implemented a new point-of-sale system in the North Carolina restaurants to provide better information to employees throughout the company. Set goals and led weekly conference calls to drive accountability.

Led a buy-side search for additional Arby's restaurants, resulting in the purchase of 11 additional restaurants from 3 sellers. Deals closed in April 2017.

Sponsor, Vice President, and Board Member of Xpress Global Systems LLC

\$100M+ nationwide less than truckload (LTL) carrier specializing in broadloom carpet, rolled vinyl, and other hard-to-move products. XGS was a corporate carve-out of US Xpress.

Led the financial due diligence and acquisition of Xpress Global Systems.

Led the development of enhanced reporting including a new weekly KPI package, a revised monthly financial reporting package, and a weekly cash forecast in order to bring more information to all levels of the organization on a timely basis.

Led an effort to increase prices, resulting in a 4% increase with our largest customer, adding approximately \$1 million to the bottom line annually.

Led a search to upgrade talent at the CFO level.

Implemented handheld devices in all 250+ trucks in order to eliminate paper proof-of-deliveries, track drivers, and get real-time information on the health of the fleet.

Led the initiative to sell 172 trucks and leaseback 165 newer trucks from Penske, for an annual net cash benefit of nearly \$1.5 million by increasing fuel economy, reducing repairs and maintenance, reducing downtime, and eliminating the need for capex related to truck replacement.

Led the negotiations with 2 lenders to successfully restructure over \$16 million of debt and provide \$4 million of new capital in order to better position the company during an operational turnaround.

COTIVITI (fka iHealth Technologies) - Finance Manager - Atlanta, GA

Healthcare technology organization founded to reduce insurance companies' costs through better payment policy management.

Managed a team of 16 financial analysts responsible for invoicing, reporting, and ad-hoc analysis for internal and external clients. Led pricing for all new business deals. Worked regularly with the CFO, COO, and CEO to ensure the pricing structures met the company's margin goals while meeting the clients' needs.

Led the corporate revenue budgeting and forecasting process. Led monthly forecast meetings with the Executive Leadership Team.

Led a project to off-shore over 50% of the Finance department, allowing the department to provide increased services while reducing costs.

Managed a team of analysts responsible for report development and data mining using Business Objects, Crystal Reports, and TOAD SQL.

PHYSICIAN ONCOLOGY SERVICES - Senior Financial Analyst - Atlanta, GA

Private Equity backed company acquiring Radiation Oncology clinics throughout North America with annual revenue of over \$50 million.

Led due diligence for a multi-location Radiation Oncology practice. Recommended a purchase price and earn-out plan. Documented key risks and integration challenges.

THE HOME DEPOT - Manager Financial Planning and Acquisition Integration - Atlanta, GA



HD Supply – Lumber and Building Materials Wholesale lumber and millwork supplier with annual revenue of more than \$800 million. HD Supply was a subsidiary of Home Depot until the Fall of 2007.

Planned the consolidation efforts of three Accounting and Accounts Payable departments to a single central office with annual personnel savings of over \$1.0 million annually.

Led a cost reduction effort to realize \$27 million in annualized savings and a 40% reduction in back-office headcount in order to align the business with market conditions.

Planned corporate and field-level business integration efforts for multiple acquisitions totaling over \$400 million in annual revenue.

Recognized over \$1 million in annual indirect spend savings in the areas of fuel, wireless telecommunication, office supplies and fleet.

Business Leadership Program Associate -Highly selective two-year rotational program developing leadership and cross-functional business acumen.

EDUCATION

MBA - Emory University - Goizueta School of Business - Atlanta, GA

BBA - University of Michigan - Dual emphasis in Finance and Accounting - Ann Arbor, MI