

## Professional Profile

### Brian Duling – MBA

Managing Director – Phoenix/Scottsdale

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Brian Duling brings over 25 years of experience as a CFO in both public and privately-held companies. He has served on the Board of Directors of numerous firms and has extensive experience in M&A transactions, due diligence, and post-merger integration. These numerous successful M&A events have ranged in size from \$30 million to over \$1.1 billion. This experience has been in high-tech firms ranging from start-ups to global Fortune 500 firms. Additionally, he has worked with firms in a variety of industries in a consulting capacity.

His corporate experience includes Cology, Gainey Business Bancorp, Trimble, Tiros Corporation, Wordlink and Cellular One.

## EXPERIENCE

### **CAMEO GLOBAL, INC. - BOD Member and Consulting CFO – Americas**

Cameo Global, Inc. is a Silicon Valley-based market leader in collaboration and contact centers that provide advanced IT solutions to organizations worldwide with operations in 85 countries.

Established key performance indicators (KPI's) to monitor financial performance, increase profitability, strengthen the balance sheet, and position the company financially for significant growth.

Performed an Enterprise Valuation of the company that was subsequently used to increase credit capacity with banks as well as for use in stock-based acquisitions.

M&A activity and post-merger integration - completed an acquisition that grew revenues by over 20% and another acquisition that greatly expanded the company's cloud offerings.

### **GAINEY BUSINESS BANCORP, INC. - Current Board of Director Member**

Gainey Business Bancorp is a Scottsdale-based, independent bank serving small businesses, non-profits, and individuals, dedicated to providing exceptional and personal financial services to clients and customers in order to achieve financial success.

### **COLOGY, INC. - (Acquired by First Marblehead Bank, NYSE: FMD) - Chief Financial Officer and Executive Vice-President**



Cology Inc. delivers comprehensive technical support, integrated student loan origination and disbursement services in the education finance industry through the use of proprietary software. Brian was instrumental in the initial equity raise to launch the firm.

Provided financial and strategic guidance to the corporate executive leadership team.

Implemented 'best practices' for financial operations, increasing financial awareness throughout the organization.

Led the due diligence and subsequent post-merger integration of the acquisition of two technology firms.

Built the financial infrastructure necessary to support the partnership and subsequent acquisition by publicly-held First Marblehead Corporation (NYSE:FMD).

### **TRIMBLE, INC. (Nasdaq: TRMB) - Subsidiary Chief Financial Officer**

Integrator of wireless, GPS, and web-based SaaS software information technology to provide mobile asset management to large enterprise organizations. \$6B market cap.

Implemented KPI tracking and financial controls that prevented revenue leakage, increased monthly recurring service revenues, and lowered operating costs while improving gross profits.

Led the due diligence and subsequent post-merger integration of the acquisition of a privately-held firm, expanding the geographic presence as well as significantly increasing revenues.

Assisted with redundant cost eliminations post-merger, saving millions in annual costs.

### **TIROS CORPORATION (Acquired by SPX Corporation; NYSE: SPW) - Chief Financial Officer/Chief Operating Officer**

An international developer of high-tech capital equipment provided to semiconductor manufacturers in several markets – both domestic and international. Operations in U.S., Switzerland, Malaysia, and Philippines.

Managed all financial activities, including accounting, reporting, analysis, cash flow, and auditing; human resources, purchasing, and information services departments.

Provided financial guidance and strategic planning to ownership as CFO and member of the Board of Directors.

### **WORDLINK, INC. (Acquired by BlackBox Corporation, Nasdaq: BBOX) - Chief Financial Officer/Chief Operating Officer**

Provider of IT consulting, software development, and internet services in six major U.S. markets.

Organized and directed all accounting, financial reporting, treasury, insurance, budgeting, tax, audit, forecasting, human resources, MIS, purchasing, and operations for start-up company's six markets.



Served on the executive committee and as a member of the advisory board of directors, actively participating in corporate strategic planning as well as the development of business plans at corporate and local market levels.

Directed the firm's 1998 successful merger with Norstan, Inc., (now Black Box Corp. NASDAQ: BBOX) including consultant and legal interfaces, valuation, negotiation of terms, due diligence, and shareholder filings.

### **CELLULAR ONE – (NYSE: T) - Subsidiary Vice President – Finance**

The largest cellular/wireless division of SBC Communications (now AT&T)

Directed and managed all financial activities including accounting, treasury, budgeting, strategic planning, inventory, IT, and forecasting.

Implemented budgeting processes that were adopted as the model for all SBC wireless companies.

Led acquisition team to successfully acquire another cellular carrier and two cellular distributors with total deal size of \$100MM+

Participated on acquisition team with Metromedia, Southwestern Bell, Peat Marwick, Ernst & Young, and Arthur D. Little for valuation, due diligence, and post-merger integration from Metromedia into SBC – total deal size of \$1.1B

## **EDUCATION / AFFILIATIONS**

MBA – Accounting, Keller Graduate School of Management

Bachelor of Business – Finance, Western Illinois University

Member, Institute of Internal Auditors