

M. David Cottrell

COTTRELL CONSULTS, LLC.
Fractional CFO / CAO Services
2001-Present

Santa Monica, CA

Finance Executive who has created a dynamic career working with companies backed by private equity, venture capital, and high net worth individuals. Extensive experience with startup/developing and established entities – ranging from FinTech and consumer IoT products, to entertainment studios (post, content creation, distribution); as well as high net worth private investments and fund administration – in CFO and CAO capacities.

- Takes a personal and involved approach to fractional assignments, getting to know all stakeholders, working and developing in-house teams to establish the best solution to specific needs.
- Adept and aligned with constant evolution; the key C-suite advisor during ramp ups, periods of high growth; fearless in tackling new ideas that propel company objectives.
- Seasoned diplomat in dealing with all types of stakeholders; especially with singular personalities and creative temperaments.

Selected Assignments

uBeam, Inc.

Chief Financial Officer (Fractional)

2017-2018, Marina Del Rey, CA

- Silicon Beach pre-revenue startup – assisted the CEO's Series B raise.
- Implemented the first company-wide budget, comprehensive monthly reporting packages; responsible for all financial oversight.
- Capitalized on new legislation, securing ~\$240K in R&D tax credits annually that immediately offset FICA tax liabilities; credits can also be monetized to maximize cash.
- Finance liaison with lead series investors, which included, among several high-profile investors, Upfront Ventures, Andreessen Horwitz.

LGH Digital Media

Chief Financial Officer (Fractional)

2002-Present, Hollywood, CA

- Ongoing fractional assignment with a production sound incubator which developed as a niche player in the highly competitive sound markets.
- Responsible for all financial oversight, established comprehensive benefits for a dual labor population – union and non-union employees.
- Key negotiator in its partial sale to a retired Fortune 500 CEO.

Privlo, Inc.

Chief Financial Officer (Fractional)

2013-2015, Pasadena, CA

- FinTech venture startup, assisting with securing Series A capital.
- Pushing beyond out of touch compliance department, successfully navigated with a large bank to find the right sources and implement a comprehensive treasury management system to fund loans; advised the CEO on sensitive and strategic matters.
- Finance liaison with lead investors Spark and QED.

Contact

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Qualifications

Certified Public Accountant

State of California - inactive
(since I do not sign audit opinions)

Univ of Southern California

Bachelor of Science, Business

Giving back is Important!

Los Angeles Youth Network

Past: Chairman of the Board
Present: Active Member
www.LAYN.org

Philanthropy Advisor

Variety Children's Lifeline
Pro Bono Advice for starting
501(c)(3) entities

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The Bjurman Barry Funds/Bjurman Barry & Associates - Private Wealth Management Firm

Treasurer & CFO (Fractional)

2003-2009, Century City, CA

- Operations and financial oversight of a Micro-Cap fund (\$1 billion at its peak) and two smaller mutual funds
- Introduced Securities Lending on the Micro-Cap Fund portfolio, generating over \$2M in additional annual returns to shareholders.
- Guided the principals during the market meltdown of 2008, while the firm lost 80% of its market cap with no loss of clients. Outcome: formulated a plan at the behest of the two principals to enter Chapter 7 liquidation, sold the remaining funds to a division of GAMCO, systematically outplaced clients, and liquidated the company assets.

Previous Relevant Full Time Positions

Ascent Media Corporation

Corporate Vice President & Controller

2000-2001

Santa Monica, CA

- Integrated accounting for a new 3,700-employee roll up company; ongoing management of finance, taxation, and SEC reporting for revenues in excess of \$600M.
- Consolidated 4 major companies (61 profit centers) within 5 months.
- Synchronized complex worldwide consolidation of property and casualty insurance, created a budget; oversaw the year-end audit for 61 divisions.

The Todd AO Corporation

Vice President, Administration (Chief Administrative Officer)

1997-2001

Hollywood, CA

- 800-employee international company; responsible for finance, administration, and investor relations for revenues in excess of \$119M.
- Formulated and executed strategic plans and the exit strategy of controlling shareholders, (two self-made brothers on the Forbes List) of what was considered a prized asset. Teamed with the General Counsel and CEO negotiate sale of a majority interest of the company to Liberty Media, Inc. Key strategist in the acquisition of two companies, tripling share price within three years.

Hollywood Digital, LP

Partner, Executive Vice President & Chief Financial Officer

1993-1997

Hollywood, CA

- Turnaround opportunity, backed by PE (Halpern, Denny, & Co) and one of the endowment arms of Harvard University.
- Joined ailing company as CFO, when it was generating less than \$700K in EBITDA. Assembled a new executive team, EBITDA grew to excess of \$6M in less than 3 years. Headed due diligence on sale of the company.

CFO / CAO Philosophy

- Never comfortable with the status quo, thrive in situations that require constant evolution. Talents lie equally between operations and finance; leveraging C-Suite background (able to wear many hats).
- Breathed new life into distressed ops, devised new organic growth (3 company acquisitions); a calming force during volatile upheavals (avoided liquidation by revamping staff, keeping order during liquidation.)
- Have led multi departments - developed workforces, overseeing Finance, Accounting, HR and IT functions while collaborating with other departments for an aligned approach.
- Seasoned negotiator - navigated complicated exits, prolonged closings, tense board meetings, to arrive at beneficial solutions. Often quantify what investors are actually getting in the exchange. Ensures the deal doesn't sour by being the chief diplomat during difficult negotiations.
- Strategic Advisor to Owners/ Board Members/High Net Worth Individuals:
(e.g. working through personnel issues/ complicated/ emotional estate planning - documenting processes to be followed to minimize disputes/developing trust/ working through personal issues within the business)
- Technology-Forward Focus - introducing ways to automate (Eliminated legal cost by outsourcing shareholder activities using 3rd party apps; integrating those and other apps into existing internal accounting systems)

Soul Cycle – Front Row Rider • Counts a Dame of the British Empire as a friend • Avid Food & Wine Cruise Enthusiast • Former Commercial Hand Model • Keen Gardener • Navigator, Starlight Car Rally (12 years)