

JESSE L RUSSO, CPA (RETIRED)INTELLIGENT INFORMATION PRESENTATION
FINANCIAL REPORTING, PLANNING, MODELLING, ANALYTICS*CURRICULUM VITAE***SUMMARY**

Jesse Russo is a Financial Professional with over 30 years' experience working/consulting with CFO's, CAO's, Controllers and other executives and Board Members.

Prior to his consulting career, Jesse worked first as an investment broker and financial consultant, gaining an appreciation for the available financial and operational information. Then, as an accountant, discovered he had a talent for identifying, gathering and presenting vast amounts of information with a level of clarity that was appreciated by the executives he worked for and others he worked with.

Jesse began consulting in 1997 and formed WineCave Consulting, LLC in July 2000. His consulting career has focused on two primary areas:

- 1) The design, implementation and repair of various ERP, Accounting, Fixed Assets, Currency Management, Reporting, Planning and Analytics systems.
- 2) The re-engineering of accounting, planning and reporting processes to improve speed, accuracy and clarity of the reported information. This primarily included but was not limited to financial and operation data, often residing in multiple systems and sources.

As a result of his experience, Jesse has gained expertise in two primary areas:

- 1) Ability to enter a situation and quickly gain an understanding of, and be able to explain to the layperson, the design and inner workings of a variety of Accounting, Planning and Reporting systems, as well as the data that resides within these systems.
- 2) Researching, identifying, gathering and the presentation of information stored in these and other systems in a clear and understandable way, to a wide variety of audiences.

Jesse is highly proficient in a wide variety of financial and operational systems as well as an expert in industry standard spreadsheet and presentation software (Excel, PowerPoint, etc.). In addition, having worked closely with the accounting, finance, operations and IT sides of many businesses, Jesse is able to communicate with each group in a language they understand.

EDUCATION & CREDENTIALS

Forensic Expert Witness Association
Certified Public Accountant 1994 (retired 2018)
BA–Accounting – NC State University, Raleigh, NC 1983
BA–Economics – NC State University, Raleigh, NC 1983
North Carolina Real Estate Broker 1984

HFM Bootcamp
Hyperion Planning
Hyperion Financial Reporting Studio
ODI Bootcamp

Infinium Fixed Assets Certification
CCH Payroll Administration and Compliance, Phoenix, AZ

PROFESSIONAL EXPERIENCE

WINECAVE CONSULTING, LLC, Sherman Oaks, CA

2017 – Present

Managing Partner

Specializing in assisting companies of all sizes to re-engineer, streamline and automate their Accounting, Planning, Financial & Operational Reporting and Analysis functions, thereby reducing overall workload, refining operational efficiencies, enhancing information availability and improving report readability and function. Ensure that clients are getting the financial and operational information and analytics they need when and how they want it. Timely, efficient and readable.

Litigation Support and Expert Witness - Logical Presentation of Detailed Financial/Operation Information. Specific expertise at being able to analyze and assemble detailed financial and operational information and data into presentations that display a clear logical message, easily understood by the lay person and specifically the audience it is intended for.

M² DYNAMICS / EDGEWATER RANZAL, Sherman Oaks, CA

7/2015 – 5/2017

Senior Consultant/Project Manager

Project Manager for Hyperion PBCS implementation at Fox Home Entertainment. Project Manager and/or Lead Resource on various Planning and Reporting implementation projects (Shea Homes, Tutor-Perini, Safeway, Cedars-Sinai, UCLA). Client documentation and training (Lockheed, AH Belo, Quanta, Boeing). M² Dynamics acquired by Edgewater Ranzal on 12/21/2015.

- Fox Home Entertainment – Project Manager
 - Implementation of Hyperion PBCS
- Shea Homes – Project Manager/Sr. Consultant/Lead Resource
 - Redesign of Internal Corporate Reporting. New reports are connected directly to newly implemented system of record, Oracle HFM
 - Streamline and standardize the Project Level Tax Reporting, Line of Credit Covenant Reporting
- Tutor-Perini: Project Manager/Sr. Consultant
 - Essbase system tune-up
 - Needs analysis for corporate reporting redesign

ARAMARK UNIFORM SERVICES, Burbank, CA

2/2014 – 6/2015

Sr. Hyperion Business Systems Analyst

Lead Hyperion resource supporting all Planning, Reporting and Analysis within Hyperion Planning and Hyperion Financial Reporting Studio as well as a wide variety of other system processes. Supervised all Hyperion technical resources.

- Worked with internal and external resources on the successful redesign of all month-end financial and operational reporting, a project that eliminated redundancy, manual entry and periodic report maintenance.
- Project Manager on complete automation of the month-end reporting process which ran 463 individual reports and delivered the appropriate reports to each of the 12 Regional Finance Directors. The new process gave control of running the reports to the accounting department via a single menu item thus removing the need for continuous IT intervention.

WINECAVE CONSULTING, LLC, Sherman Oaks, CA

2/1997 – 1/2014

Managing Partner – Financial Systems Consultant (see partial client list below)

Project Manager, Lead Resource and/or Consultant on a wide variety of projects involving Financial Systems, Reporting, Planning and Analytics. Work with CFO's, CAO's, Controllers and other C-Suite executives to design, streamline and automate efficient financial/operational reporting, analysis and models. Database/Dashboard design. Improve the efficiency of the accounting/reporting/analysis functions. Major emphasis on Essbase/SAP/Excel integration and stand-alone Excel Applications. Financial system conversions.

- **SONY PICTURES HOME ENTERTAINMENT**, Culver City, CA – 2005-2013
 - Created specialized financial/operational reporting, analysis and models to meet a variety of specific needs (inventory tracking/aging, predictive sales modelling, sales incentive plan modelling, greenlighting, etc.)
 - Project Manager/Lead Resource on multiple initiatives to improve reporting and processes through redesign and automation with Excel as the user interface.
 - Key player in the implementation of Hyperion Essbase and creator/administrator on numerous Essbase Cubes
 - Integrated data from Hyperion Essbase, SAP/SEM/BW, Teradata Data Warehouse, JD Edwards and Excel into easy to use standardized reporting, analysis and models for both domestic and international use
 - Created detailed budgetary and planning models and other analytics-based reporting/dashboards. These models often extended as low as the product level while creating and using detailed product level decay curves, based on historical data
 - Created extensive title level analytics to allow a clear understanding of the relationships between shipments, POS and inventory levels as well as other metrics.
 - On the implementation team for Teradata data warehouse and continued as a liaison between Finance and IT as needed
- **SONY PICTURES ENTERTAINMENT**, Culver City, CA – 2013
 - Finance Optimization Team, design and develop front-end user interface and dashboard for a Worldwide KPI Monitoring System for multiple shared services centers. Included data from Service-Now, PPM, SAP, C2C and Concur.
 - Created specialized financial/operational reporting, analysis and models
- Design of Business Planning/Budgeting Software
- Purchase Order Tracking and Reporting for television production company
- Training classes - Excel; Essbase; IBM iSeries; Infinium GL, CM, RW, AR and FA
- Industry experience: Television Production/Post-Production; Home Entertainment; Gaming & Casinos; Theme Park operations and accounting; Airline; Oil Servicing; Food Service; Food Distribution; Trucking; Industrial Manufacturing; Auto Paint & Body; Software development and testing; Capital Financing; Mass Parking; Commercial & Residential Construction; Aircraft Manufacture;

BHP COPPER INC. (formerly Magma Copper Company)

1993-1997

Financial Coordinator (1995-1997)

North America Headquarters, Finance, Tucson, AZ

Consultant to divisions in the development of monthly cost reporting and variance analyses for Board of Directors. Troubleshooter, problem-solver and consultant for Infinium applications, Excel and other financial modeling and presentation needs. Coordinated Pension and Benefit Accounting and Benefit Plan Audits. Directed intercompany accounting. Special projects. Valued member of acquisition transition team. Redesigned accounting system and procedures for Employee Benefit Trust resulting in improved tracking and accuracy.

Senior Accountant (1993-1995)

Pinto Valley Mining Division, Miami, AZ

Planned and supervised monthly cost review with departmental managers. Coordinated, compiled and maintained forecasts, annual budgets, short and long-term capital budgets, and severance and property taxes. Key person in the development, troubleshooting and problem solving for Infinium applications and reports.

COOPERS & LYBRAND, CPA, Phoenix, AZ

1992-1993

Senior Professional-Project Administration

Administered RTC engagement with 50+ employees; Liaison to RTC on employee related issues, administrative policies and procedures. Billing and expense reconciliation and analysis. Directly supervised clerical staff. Weekly Status Report to RTC.

WESAV MORTGAGE CORPORATION, Scottsdale, AZ

1990-1992

Staff/Tax Accountant; Director of Investor Relations

Investment and management of \$20+ million corporate cash. Cash-flow forecasting. Control of credit lines equaling \$42 million. Wrote/implemented policies and procedures for investments, credit lines and cash usage. Foreclosure-REO-Loan Sale accounting. Federal and State Tax returns in 42 states. Financial Statement preparation.

MERRILL LYNCH, PIERCE, FENNER, & SMITH INC., Scottsdale, AZ

1988-1990

Financial Consultant

Assisted individual and corporate clients to achieve financial objectives through detailed consultation, investment analysis, planning and management.

PARTIAL CLIENT LIST (WINECAVE CONSULTING, LLC)

Disney ABC Television Group

EMG Denim

Expanding Universe Productions

Sony Pictures Corporation

Sony Pictures Home Entertainment

5 guys named Moe, Inc

Fox Television Studios

Las Vegas Hilton

Universal Studios

Universal Orlando

Midwest Airlines

Key Energy

Freshpoint

Unipro Foodservice

Hallrich Inc.

Arnold Logistics LLC

Feralloy Corp.

The Venetian Macau Resort Hotel

Pinnacle Entertainment, Inc.

Nabors Industries, Inc.

Earl Scheib Inc.

Jian USA

Rewards Network, Inc.

Hollywood Casino

Lakeside Foods

Boomtown Casino

CCL Label

Finova Capital

Little Caesars Enterprises

Lady Luck Hotel & Casino

Americold Logistics

Dresser Industries

Allright Parking (now Central Parking)

Infinium Software

Ares Management LLC

ESI (Employee Solutions Inc)