



JOHN L. NELSON

CAREER SUMMARY

John L. Nelson formed Nelson Consulting in 2000 to provide mid-market business owners with merger, acquisition and investment banking brokerage and consulting services. Previously, John amassed a forty year career in the Information Technology (IT) industry, thirty-five as a senior executive, leading high-technology business ventures to international prominence and financial success. Within the Fortune 50 corporate culture John championed several business incubator projects; e.g., referred to as the *founding father of NEXIS* (LEXIS / NEXIS). In the '80's and '90's, John transformed moderate to high-risk software development consulting companies into highly-profitable international leaders. Career highlights include rapid revenue growth, high profit margins, domestic and international market expansion, mergers, acquisitions, investment banking, private placements and IPO's. New sales revenues and financial transaction closings exceed \$300M.

FUNCTIONAL EXPERIENCE

Executive Experience

President, CEO &/or Owner (26 years – 2 of which were as president of a NASDAQ listed company)
Vice President &/or Executive Vice President (17 years)
Annual P& L responsibility ranged between \$50 million & start-up

Sales & Marketing Experience

Sales production exceeds \$200 million in new revenues
Financial transaction closings exceed \$100 million
Managed domestic & international sales forces ranging between 50 & start-up
Managed marketing departments ranging between 20 & start-up
Most recognizable high-visibility success – credited as the *founding father of NEXIS*, of LEXIS / NEXIS
Largest single sale - \$27 million
Author of Large Account Marketing & Positioning System - sales/marketing methodology to capture & control budget allocations within large companies
Marketing/sales specialist in enterprise n-tier software development projects, Component Based Development, contract programming, strategic consulting, outsourcing, package software, & web enablement
Marketing campaigns (300+), brochures (300+), direct mail (300+), PowerPoint presentations (300 +), Websites (7), CD's (5)
Abbreviated list of clients: a) Commercial/Domestic - Tropicana, AT&T, Emery Worldwide Airlines, Transamerica, American Century; b) Federal Government - Federal Bureau of Investigation; c) State Governments - Kansas, Texas, North Carolina; & d) International Clients – ING Parent (Netherlands), Swiss Rail (Switzerland), United Kingdom Post Office (England).

Financial & Equity Related Experience

Business Plans (50+), Sales & Marketing Plans (100+)
Public offerings (2), Private placement offering memorandum (20 +)
Loan request, debt restructuring & internal (corporate) funding request / justification (30 +)
Merger & Acquisitions (20 +)
Creation of financial statements, revenue & expense budgets, chart of accounts, multi-tier financial statements, cash flow statements, pro-forma, etc. (1,000 +)

Crisis Management Experience

Assisted ownership in managing a business crisis – turnaround (10 +)
Restoration of company in crisis back to a position of solvency (6)
Company shutdown, closings & financial failures (4)
Chapter 11 reorganization plan (1)
Appearances before NASDAQ board regarding de-listing of company (2)
Risk assessment & risk mitigation planning (15 +)
Downsizing of staff & budget cost cutting exercises (15 +)

IT Project Management Experience

As senior project manager, led 10 projects between \$10 million & \$500K (all completed)
Projects Planned (200 +), Project estimated (500+), Project resource loading, recruiting, staffing (100 +)
Managed projects spanning a wide range of platforms, technologies, industries & applications

Information Technology Experience

Enterprise, n-tier architectures (200 +)
Component Based Development (100 +), Data Modeling (50 +)
Process Reengineering & Joint Application Development (50 +)
Relational & hierarchical database structures & design (DB2, ORACLE, SQL, CICS, IMS, IDMS, etc.)
Internet, Intranet, Extranet & Website architecture, design & development (25 +)
Familiarity with most languages, middleware, ERP systems & development methodologies



EMPLOYMENT SUMMARY

Nelson Consulting, Inc., Tampa, FL, President, 1/00 - Current

Mergers, acquisitions, investment banking, business intermediary & executive consultant for mid-market business owners

Software Performance Systems, Inc., Tampa, FL, Vice President, Bus. Development, 5/99 – 4/00

Produced 170% of domestic revenue goals & developed international business “new markets” plan

CASE Masters, Inc., Tampa, FL, Vice President, Business Development, 3/96 - 5/99

Expanded revenues from \$700K to over \$10 million domestically plus \$2 million internationally within three years

Software Enterprises, Inc., Clearwater, FL, Vice President, 2/94 – 1/96

Doubled revenues each year for the software consulting services firm

GE Consulting (division of General Electric) Tampa/Orlando, FL, Sr. Account Exec, 1/91 – 1/94

Exceeded revenue goals each year for the software project outsourcing & contract programming consulting firm

Nelson Consulting, Tampa, FL, President, 11/87 – 11/90

Consulted with IT companies, providing crisis management, business plans, private placements & sales growth

MEGACOM, Inc., (NASDAQ Listed), Tampa, FL, President, 5/85 - 10/87

Led one of the first IT companies to develop networked high-speed laser printing & “WYSIWYG” capabilities

Eagle Medical Systems & Eagle Computers, Tampa, FL, President, 2/78 – 4/85

Formally recognized as one of the top five mini-computer medical group patient accounting systems in the US

Mead Technology Laboratories (division of Mead Paper), Dayton, OH, & NY, NY, Vice President, 4/75 – 1/78

Credited with leading the full life cycle of NEXIS – often referred to as the *father of NEXIS*

SYSTEMS, Inc. (division of ITT), Tampa, FL, Vice President, 10/71 – 2/74

Managed international sales & marketing staff to consistently exceed annual goals between \$40 million & \$50 million

GTE Data Services (division of GTE), Tampa, FL, Corporate Marketing Manager, 1/68 – 9/71

Managed international sales & marketing staff to sell software accounting packages & service bureau solutions

EDUCATION, LICENSE, CERTIFICATIONS & ORGANIZATIONS

John holds a Bachelor of Science in Business Administration (math minor) & near completion of Masters of Computer Science from Louisiana Tech University. John is a Licensed Real Estate Agent (State of FL), a member of Business Brokers of Florida, Florida Venture Forum, a U.S. Coast Guard Licensed Captain, Certified SCUBA diver, a Paul Harris Fellow & Sergeant at Arms with Rotary Club of Tampa, an Ordained Presbyterian Elder, member of Palma Ceia Presbyterian Church, Board Member of Bayshore Presbyterian Towers, Board of Governor with the Centre Club of Tampa, member of La Confrerie de la Chaine des Rotisseurs, Tampa Rowing Club & past president of Institute of Management Consultant's – FL Chapter.

SNIPPET QUOTES FROM REFERENCES

“The Confidential Auction really works. John Nelson & NBS presented several qualified buyers that matched our criteria. Leveraging multiple buyers to compete against each other enhanced our selling price and terms.” *Seller Confidentiality Protected*

“With John Nelson's 40 years experience in the IT field & NBS's transaction record, they proved invaluable in leading my high-tech company through a successful merger.” *Bert Kastle, President of Intech/Backsoft*

“When John Nelson asked me to consider a mezzanine capital investment, I knew it was something he thoroughly researched & endorsed.” *Charlie Guy, President, Guy Corporate Partners, Inc.*

“John Nelson & his staff are tops at delivering results to the M&A mid-markets. John is a very classy guy.” *Anver Suleiman, CEO, Luntz, Suleiman & Associates, Inc.*

“Mr. Nelson is tough under fire, & firm in negotiations on my behalf. His demeanor was always one of quiet confidence & approachability.” *Jennifer Frazier, President, TWS Advertising*

“John led the expansion of CASE Masters revenues from less than \$1 million to international prominence & over \$12 million in sales within 3 years – a truly remarkable feat.” *Keith Hall, previous co-owner of CASE Masters*

“I was on several proposal development teams John led in pursuit of software development consulting projects. But my greatest reward was delivering on over \$14 million in deals John & his teams sold.” *Vic McLendon, Vice President of Software Performance Systems & Vice President of CASE Masters*

“John's varied career & experiences, which I've watched for 35 years, truly qualify him for the accolade of author P. J. O'Rourke, ‘Age & Guile: Beat Youth, Innocence, & a Bad Haircut.’” *Richard Flemings, CPA - Emeritus*

“When the DOT COM debacle occurred, I faced a very serious business crisis. With John Nelson's experience, wisdom, & leadership the crisis was mitigated. I don't even want to think about the alternative.” *John Munsell, President, WebTank, Inc. / Bizzuka, Inc.*

“Since the fourth grade, John has been my most trusted & loyal friend. Of course, since I do his tax returns, he has to say the same thing about me.” *Robert H. Williamson, Jr., CPA.*