

L. Paul Wittwer

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PROFILE

A dynamic, energetic executive skilled in strategic planning and acquisitions with the ability to generate deal flow, structure and close transactions.

PROFESSIONAL ATTRIBUTES

- Wide ranging expertise in all phases of new business development.
- An outstanding record in closing complex and profitable mergers and acquisitions.
- Particularly skilled in workouts and corporate turnarounds.
- A negotiator who is persuasive, personable and effective under pressure.
- Proven ability to form mutually profitable business alliances.
- An experienced venture capitalist working with a variety of industries.

WORK HISTORY

Hogtrails LLC, Louisville, KY, 1984 - Present

FOUNDER/PRESIDENT

- Mergers & Acquisitions: Founded a highly successful practice for middle market and public companies. Ranked in the top 350 companies in the United States by Securities Data Publications, Inc. Only one client business failure after closing.
- Strategic Planning and Analysis: Created and implemented successful plans for profitable and troubled companies in many diverse and consolidating industries.
- Workouts & Turnarounds: Extensive experience in providing consulting services to companies in need of an informal reorganization outside of bankruptcy or having already entered bankruptcy. Achieved a 70% turnaround success rate.
- Business Alliances: Initiated numerous strategic alliances through acquisitions, brand development, licensure and capital investments. Achieved major ROI's while reducing costs for industries ranging from capital goods to services.
- Venture Capitalist: Analyzed and structured profitable capital placements for startups and growth businesses. Played a critical role in the successful startup of numerous companies, including sports marketing and telecommunications.
- Effective Negotiations: Initiated and directed all aspects of negotiations for business sales, acquisitions and developments. Ability to maintain relationships through difficult and sensitive situations while maximizing positive results.
- Finance: Prepared and negotiated finance packages ranging up to \$200M. Assisting clients with all facets of financing ranging from public to private including private placements and partnerships. SEC competent and public markets experienced.
- ECommerce & Technology: Extensive experience in information systems, web-enabled applications, customer relationship management and database marketing.

J.C. Bradford 1983 - 1984

REGISTERED REPRESENTATIVE

- Licensed Broker: Series 7, Series 6 and Series 63 for securities, mutual funds and insurance products.
- Production: Ranked in the top 20% of brokers in the company within the first eight months of beginning production.
- Innovative: One of the first brokers in the United States to produce my own television commercials for my personal financial services at Bradford.

Bajon Signs 1981 - 1983

VICE PRESIDENT/MANAGER, HOUSTON OPERATIONS

- Turnaround: Reorganized and produced a complete turnaround for the Houston branch of a 36-year old outdoor sign company.
- Planning: Analyzed market, competitive factors and internal operational problems. Created an aggressive and effective strategic plan.
- Results: Increased annual sales from under \$300K to over \$3.5 million in twelve months. Personally sold largest order in company history. Revised marketing process for entire company.

Sales Pro, Inc., Evansville, IN

1977 - 1981

FOUNDER/PRESIDENT

- Innovative: Started an independent manufacturer's business and became a leading agent for many national companies selling equipment to financial institutions.
- Channel Development: Developed markets for emerging manufacturers with innovative technologies.
- Professional Negotiations: Worked with senior bank executives to gain business.
- Results: From initial start-up, the company produced a six-figure income within two years. Built strong referral base through quality service and personal perseverance.

SYS-COM, Inc., LaGrange, KY

1974-1977

FOUNDER/PRESIDENT

- * Organized: The company designed and installed electronic systems including audio and video communications, security and closed circuit television.
- * Innovative: One of the first area telephone interconnect installers.

EDUCATION

B.S., Business Marketing, University of Kentucky, 1974

CONTINUING EDUCATION

Computer software & hardware expertise

Human Resources Management

Developed curriculum and taught courses for continuing professional education/mergers & acquisitions, crisis management to attorneys and CPAs.