



PAUL J. HERBER, CFA

QUALIFICATIONS SUMMARY

Paul brings over 20 years of executive experience covering finance, operations, strategic planning, modeling, fundraising and analytical skills in a variety of industries including hospitality, construction and financial services. As the co-founder of a multi-unit hospitality group, he has experience growing and leading a team of over 600 employees across 4 states in all aspects of the business, with an emphasis on the accounting, finance, development and acquisitions side of the business.

PROFESSIONAL HISTORY

CFO Selections	Consultant	2022 - Present
Ascend Hospitality Group LLC	Co-Founder/Vice President	2016 - 2022
Wexford Capital	Portfolio Manager/Analyst	2013 - 2022
WiggleWorksKids LLC	Co-Founder/Owner	2012 - 2019
Accesor Capital/Forward Management	Portfolio Manager	2008 - 2013
Wexford Capital	Portfolio Manager/Analyst	2006 - 2008
Genesis Games & Gizmos	Co-Founder/Owner	2004 - 2006
Capital Research	Research Assistant	2000 - 2004

ACCOMPLISHMENTS

- Setup the accounting, back office, control and budgeting operation of a 14-unit hospitality concept.
- Completed the acquisition of a 7-unit restaurant concept in 2 different states with revenues in excess of \$15m.
- Acquired in a bankruptcy proceeding a 5-unit restaurant concept in 2 different states with revenues in excess of \$20m.
- Oversaw two \$10m+ projects including all aspects of concept design, construction, hiring and launch.
- Setup a simple low-cost 401k plan for over 600 employees to access affordable retirement savings.
- Oversaw the process to receive and have forgiven over \$5m in PPP loans for the company.
- Negotiated over \$1m in lease concessions from landlords due to operating restrictions during COVID.
- Reduced operational expenses by over 10%, resulting in nearly \$500k of annual savings.
- Advised multi-billion dollar clients on proper portfolio and risk construction while working at a firm in the investment management industry.
- Helped raise over \$25m in equity and \$27m in debt for a new expansion project at the company.

LICENSES & EDUCATION

- Bachelor of Science - Manufacturing Management, Western Washington University
- Chartered Financial Analyst
- Eagle Scout