

# ERIC L. MERSCH

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## Executive Profile

Senior financial executive with extensive operating experience in public and private technology companies.

- Experienced public company CFO with track record of successful exits.
- Strong strategic business partner who owns the financial model and engages respectively and assertively to effect data-driven innovation and process improvement.
- Skilled finance professional with core competency in financial planning & analysis, mergers & acquisitions and financial accounting.
- Veteran manager with experience in running finance, accounting, investor relations, human resources, IT support, and business intelligence departments.
- Respected leader with the highest degree of ethics and with superior skills in communication, relationship-building, change management and employee development.

## Professional Experience

**Burkland Associates** San Francisco, CA (July, 2015 to Present)  
CFO consulting firm with focus on venture-backed technology companies.

*Chief Financial Officer for*

- *On-Demand Services Company*: Worked closely with CEO and board to developed and execute on a turnaround strategy that produced unit profitable growth. Rebuilt accounting and finance teams and implemented SOX controls. Provided guidance & due diligence support for \$30M Series B fundraising.
- *AdTech Company*: Guided business strategy. Created financial planning & analysis function and established routine budgeting & forecasting processes. Implemented accrual accounting and back-end automation.
- *Mobile App Testing Company*: Guided company transition from a transaction-based model to a subscription model. Developed service delivery strategy and worked with operations on implementation. Provided leadership coaching to founders.

**ZipRealty, Inc. (NASDAQ:ZIPR)** Emeryville, CA (April, 2012 – September, 2014)  
Real estate technology Services and SaaS company with \$80M in revenue. Acquired by Realogy Holdings Corp (NYSE:RLGY) for \$166M.

*Chief Financial Officer, Chief Accounting Officer, VP Human Resources*

- Served as business partner to CEO in developing and managing corporate strategy for turnaround and growth.
- Professionalized the finance, accounting, HR and facilities departments.
- Ran investor relations strategy and secured equity analyst coverage.
- Guided strategy for new business launch and growth through acquisitions.
- Managed financial, accounting and HR due diligence for sale process, helping to achieve a 122% premium to M/C.

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**Chief Financial Officer** (Independent Consulting) Irvine, CA (2007 – 2012)

- Telemedicine company. - Implemented accrual accounting and completed first audit.
- Mobile phone developer - Led restructuring, restored company to positive EBITDA.
- Virtual private data center service – Developed business strategy and financial models.
- eCommerce marketplace – Implemented accrual accounting and SOX controls.

**VitalStream, Inc. (NASDAQ: VSTH)** Irvine, CA (2006 – 2007)

Content delivery network (CDN) SaaS company with 30% quarterly revenue growth.  
Acquired by Internap Network Services Corp. (NASDAQ:INAP) for \$217M.

*Chief Financial Officer*

- Led the accounting, finance, human resources and investor relations functions.
- Provided strategic guidance to CEO & active leadership to all functions of the company.
- Implemented FP&A and BI functions and reengineered accounting department.
- Managed financial and accounting due diligence for sale of Company to Internap Network Services Corp. (NASDAQ:INAP) at a 37% premium to M/C.

**Harrah's Entertainment, Inc. (NYSE:HET)** Las Vegas, NV (2003 – 2006)

Hospitality company with a \$14B market cap and \$7B in annual revenue

*Vice President, Finance for Harrah's Las Vegas and The Flamingo*

- Led finance, accounting, internal audit, treasury, and risk management for \$800M revenue business with 10 direct reports & 100+ employees.
- Partnered with General Manager to integrate these two businesses.
- Played leading role in developing shared services practice for Las Vegas properties.

*Vice President, Finance for Harrah's Western Division*

- Partnered with President to conduct due diligence for the Caesars acquisition.
- Managed FP&A and capital expenditure processes for 10 casino resorts.

*Director, Corporate Finance*

- Managed financial planning & analysis functions and strategic plan.
- Conducted due diligence for several M&A targets during industry consolidation.

**Andre-Boudin Bakeries, Inc.** San Francisco, CA (2001 – 2002)

Quick Service Retail (QSR) company with \$54M annual revenue from 32 locations.

*Chief Financial Officer*

- Developed and executed deep turnaround plan to restore company's health.

**Robertson Stephens & Co.** San Francisco, CA (1999 – 2001)

*Senior Associate, Corporate Finance, Internet Infrastructure Services team*

## Education

**HARVARD BUSINESS SCHOOL** Boston, MA, 1999  
Master in Business Administration with Second Year Honors.

**NUCLEAR ENGINEERING SCHOOL** (US Military), Orlando, FL, 1992  
Master degree equivalent in Nuclear Power Engineering.

**UNITED STATES NAVAL ACADEMY** Annapolis, MD, 1990  
Bachelor of Science in Economics, minor in German.