

## Rhonda Rosen

Partner



### Select Executive Experience

#### Early Growth (2019-2022)

CFO Consultant

#### TheGiftBox.com (2016-2020)

CFO

#### MediQuire, Inc. (2018-2021)

CFO

#### Small Business Administration, Receivership Department (2013-2017)

Principal Agent

#### Validus Pharmaceuticals (2007-2010)

CFO

#### Putnam Lovell NBF (1999-2003)

Managing Director

#### Oppenheimer & Co (1992-1999)

Managing Director

#### CIGNA (1981-1988)

Division CFO

#### PWC (1979-1981)

Auditor, New York Metro Practice

### Core Competencies

Start-up

Growth Companies

Capital Raising & IPOs

Mergers & Acquisitions

PE/VC Backed Firms, Joint Ventures

Project Management & Team  
Leadership

E-Commerce

Bankruptcy & Receiverships

Audit

Treasury

### Executive Profile

Rhonda Rosen is a partner in the New York office of SeatonHill. She is a senior finance executive with an extensive skill set that spans all areas of finance, banking and administration, including board and investor communications, M&A, public and private financing transactions, and initial public offerings. Rhonda has a proven track record leading the growth and dramatic improvement of multiple early stage, mid-sized and PE/VC backed companies. Over the course of her career, she has negotiated and closed over 60 transactions ranging in size from \$50 million to \$7 billion. Core vertical experience includes e-commerce and consumer products, subscription-based products and services, specialty pharmaceuticals, medical devices, healthcare IT, asset management, and financial services.

### Industry Experience

Specialty Pharmaceuticals

Medical Devices

Contract Resource  
Organizations

Healthcare IT

### Education & Certifications

#### MBA, Finance & Accounting

The Wharton School, University of Pennsylvania

#### BS, Economics

The Wharton School, University of Pennsylvania  
(Graduated Summa Cum Laude)

#### MS, Taxation

Fox Business School, Temple University

#### FINRA Licenses

Series 7, 63, 79, 24 (General Securities Principal);  
Series 27 (Financial and Operations Principal)

CPA

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Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

**Rhonda Rosen**  
Partner



## Key Experience

**E-Commerce DTC Beauty Product Company:** As Consulting CFO, Rhonda managed financial operations, reporting, and tax return preparation. Her enhancement of internal and external reporting helped support 3x growth in revenue over a two-year period. Rhonda also assisted senior management with budgeting, capital raising, strategic partnership transactions, investor communications, and general administration.

**Research and Development Stage, Publicly Traded Medical Device Company:** As CFO, Rhonda managed all financial operations and reporting, treasury, annual audit, and tax return preparation. She prepared consolidated GAAP financial statements including SEC filings, and assisted in capital raising transactions, including a 2015 private placement of equity plus warrants. Rhonda was also responsible for Board and investor communications and general administrative functions.

**General Receivership Roles:** As a Principal Agent of the Small Business Administration, Rhonda managed the sale and/or liquidation of portfolio companies held by the receivership estates for Small Business Investment Corporations (SBICs) in receivership. She assisted in the sale of a medical device company, including the selection of a banker and the review of the purchase agreement and related sale documents.

As CFO for a medical IT company, when the board decided to place the company in bankruptcy, Rhonda worked with counsel to oversee the receivership process and closure of the business.

**Pharmaceutical Company:** As Chief Financial Officer of this company, Rhonda developed and implemented all financial activities and managed the consolidation of its predecessor companies, including a pharm-focused private equity firm, into

the new corporate entity. She executed financial and operational planning and treasury and cash management. Rhonda also oversaw preparation of tax returns and K-1s and managed payroll, benefits administration, and office operations. She was project manager for the technical transfer of the largest acquisition, coordinating with the seller, contract manufacturers, suppliers, and consultants.

**Investment Banking – Asset Management:** As Managing Director, Rhonda originated and executed advisory assignments, acquisitions, divestitures and public and private financing transactions for alternative and traditional asset management companies, private equity firms and insurance companies. She established new business relationships with asset accumulators, asset managers and financial product distributors, including insurance companies, hedge funds, fund of funds, hedge fund incubators, private equity firms and traditional asset managers. Rhonda also negotiated and closed transactions ranging in size from \$100 million to \$7 billion.

**Investment Banking – Insurance:** As Managing Director, Rhonda developed an investment banking practice in the insurance, reinsurance, and asset accumulation industries. She originated new business for the investment bank and commercial bank, focusing primarily on public and private financings; mergers, acquisitions, and divestitures; and the sale of structured products. Rhonda has experience in transaction negotiations, marketing, SEC document drafting and due diligence, closing transactions ranging in size from \$50 million to \$1.3 billion.

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