

John Ferrara
Partner



Select Executive Experience

BenefitHub (2022-2024)
CFO

Performance Partners (2020-2022)
CFO

Wild Sky Media (2019-2020)
CFO

Cartesian, Inc. (2015-2017)
CFO

TheStreet, Inc. (2013-2015)
CFO

Rogercasey & Investment Metrics, Inc. (2011-2013)
COO & CFO

EDGAR Online, Inc. (2008-2010)
CFO

Renaissance Communications Corp.
CFO

Deloitte LLP

Board Experience

- SWORX Corp. (NASDAQ:WORX), 2021-2024
- Response Genetics (NASDAQ:RGDX), 2008-2010
- GAMCO Investors, Inc. (NYSE: GBL), 1999-2007
- LGL Group (AMEX: LGL), 2004-2006
- Lynch Interactive (AMEX:LICT), 1999-2006
- Chairman of the Audit Committee and member of the Nominating, Governance, and Compensation Committees
- Board Director and Officer for multiple portfolio companies owned by Mario Gabelli, (1997-2007)

Core Competencies

Board Advisory

Executive & Team Leadership

Corporate Governance

Risk Management

Mergers & Acquisitions

Due Diligence

Debt & Equity Financings (including an IPO)

Business & Financial Strategy

Financial Planning & Analysis

Capital & Operating Budgets

Financial Reporting (SEC, GAAP & IFRS)

Investor Relations

Cash Management

Tax Planning & Compliance

Internal Controls & Systems

Executive Profile

John is a Partner on the Northeast team of SeatonHill. Mr. Ferrara is a highly skilled Chief Financial Officer with experience in strategic planning, business development, risk management, investor relations, M&A, cash flow, capital raising, financial reporting, FP&A, compliance, strategy, and streamlining operations. He has worked with public, private, and private equity portfolio companies, including start-ups, turnarounds, and high-growth organizations, and has a prior background at two Fortune 500 corporations and a Big 4 public accounting firm. John has executed business plans and strategies for capital raising, identifying, negotiating, closing and integrating acquisitions, increasing profitability and cash flow, and building shareholder value. He has secured in excess of \$500 Million in debt and equity capital raising to grow organically and fund the acquisitions of more than 8 businesses at four different companies. John has also led the successful sale of four companies for in excess of \$1 Billion and is a trusted advisor to the Board and CEO, a partner to operating management, and a key contact to the financial community. He is known for promoting sound business practices and financial accountability and is an experienced Corporate Board Member, having served on the Boards of 5 public companies.

Industry Experience

Private Equity

Big 4

Internet

Digital Media

Technology

Software

Information Services

Subscription Services

Professional Services

Consulting

E-commerce

Media

Advertising

Broadcasting

Publishing

Investment Management

Education & Certifications

Master of Business Administration in Finance

Columbia University, New York

SEATONHILL™

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For more information contact:

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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.

John Ferrara
Partner



Key Experience

Benefits Company: John served as CFO for this founder-led benefits company offering the world's largest selection of employee discounts, voluntary benefits, and rewards. He was recruited by CEO/Founder to raise debt & equity capital, leading to the company's successful sale to a PE firm.

PE-owned Digital Media Company: As CFO for this PE-owned leading digital media company focusing on parenting and lifestyle brands (Mom.com, Cafemom, LittleThings, MamasLatinas), John was recruited by an investor to improve operations, build the finance team, and position the company for sale. He managed cash to improve operations and hired a Corporate Controller, the Director of FP&A, and an Operations Analyst. These efforts resulted in the company's successful sale to a strategic buyer.

Publicly Traded Specialty Consulting Firm: As CFO for this specialist consulting firm focused on the global telecommunications, media, and technology industries, John was recruited by an investor from a prior company. He increased revenues by integrating an international acquisition. John provided growth capital with separate financing agreements for the US and European operations. He also restructured the finance organization, hiring corporate and international controllers and staff.

Publicly Traded Digital Financial Media Company: As CFO for this Leading digital financial media company (founded by Jim Cramer of CNBC's Mad Money), John increased revenues by integrating two acquisitions. He also supported revenue strategy by implementing new processes for a 5-year plan, budgets, and forecasts. John also improved operations by managing cash.

PE-owned Investment Management Firm: As COO and CFO for this investment management solutions, consulting, and technology firm (with clients who manage over \$300B in AUM), John was recruited to complete a sell-side M&A transaction. He negotiated the asset purchase, transition services, consulting services, and employee and severance agreements. John also stabilized profitability by managing expenses. These efforts resulted in the company's successful sale to a strategic buyer.

Publicly Traded Company Data and Public Filings Provider: John served as CFO for this leading provider of company data and public filings for equities, mutual funds, and other publicly traded assets. He provided growth capital by raising new equity capital and negotiating debt covenants, preparing short and long-term financial models, developing and implementing KPI reports, and adopting new accounting policies & procedures. During his tenure, John returned the company to positive adjusted EBITDA and managed operations to cash flow breakeven.

PE-owned Multimedia Company: John served as President and CFO for this PE-owned multimedia start-up (Internet, print, software operations) founded by Lou Dobbs, former anchor of Moneyline, and reported to the Board with full P&L responsibility. He provided growth capital, negotiated and closed acquisitions, was hired as the first CFO, and built the company's financial organization and systems. John also improved cash flow by 68% in one year and raised \$50M in equity capital. The company's revenues doubled in less than one year through several acquisitions and internal growth initiatives.

Publicly Traded, PE-owned Media and Broadcasting Company: John served as Vice President and CFO for this owner and operator of Fox affiliated TV stations with \$200 million in revenues and \$80 million in cash flow. As the first and only CFO, John grew the company from an acquisition start-up to an NYSE-listed company. He built the financial organization, established key relationships with the financial community, and oversaw all financial operations. John raised more than \$300M in debt and equity to fund acquisitions and finance numerous operations. He also raised \$125M for the IPO and negotiated the \$1B+ sale of the company, delivering a \$550M+ investor return.

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