

Eric W. Augusta

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EXECUTIVE SUMMARY

Senior financial executive / Excel Expert / Application software consultant / Excel productivity trainer / Excel VBA programmer. Experience at Fortune 100 and entrepreneurial, high growth organizations. Unique ability to quickly design and develop LOW COST, custom Excel software solutions resulting in orders of magnitude PRODUCTIVITY INCREASES and/or major PROFIT INCREASES for clients

PROFESSIONAL EXPERIENCE

ERIC W. AUGUSTA & Associates, Los Angeles, CA 2001 to Present

Independent consulting practice specializing in the design, development, and implementation of customized, high-productivity, Microsoft® Excel software business applications and corporate Excel productivity training. Projects have included budgeting, forecasting, financial reporting, strategic planning, pricing, sales tools, marketing, and automated data manipulation. Clients include: Experian North America, Blue Shield of California, IHOP, Waste Management, Boeing, THQ, Kilroy Realty, TrammellCrow, W Hotels, UNOVA, DiTech, PacifiCare, Wells Fargo, Liberty Mutual, Karl Storz Endoscopy, AT Systems, Ameriflight, Rubbercraft, and Tupperware.

Owner/Principal

- Designed and developed a complex but user-friendly, acquisition valuation model for a major financial services organization. High credibility of model was instrumental in securing rapid Board approval of the \$100 million + funding request and successful launch of this major initiative.
- Created an automated Pricing Program in use by over 250 salespersons for a major financial services company. Using the new Excel application to gain control over the complex, 6-tier pricing algorithms was considered a key element in the reversal of a prior negative pricing trend, resulting in profit increases estimated in excess of \$3 million.
- Other Excel based projects have included: automated metrics reporting and consolidation, business financial planning models, performance “Dashboards”, medical survey data management and analysis, expense report tracking / consolidation, sales commission reporting, skills search, lease tracking, budgeting, and various VBA macro driven consolidation / reporting systems.
- UCLA Extension program instructor in Financial Modeling and Applications using Excel.

THE CERPLEX GROUP, Irvine, CA 1995 to 2000

\$150 million multinational corporation offering computer and electronic parts sales, repairs, contract manufacturing and logistics services to major OEM's worldwide. The company merged with Aurora Electronics in 1998 and Century Computer Marketing in 1995.

VP Financial Planning and Analysis (Corporate HQ, 1998-2000)

- Designed, developed and implemented a new, user friendly, highly integrated, Excel based budgeting / reporting / forecasting system which saved Cerplex more than \$250,000.
- Led due diligence team in sale of repair operations, providing critical financial analyses to potential buyers, resulting in sale to Teleplan, NV.
- Restructured and upgraded financial reviews so that clear, concise analyses and management recommendations were provided at corporate monthly senior management operating meetings.
- Created and implemented a system for analyzing contracts/pricing proposals. Achieved \$50K annual labor savings and the new system was a major factor in winning a \$25 mil. contract with a major OEM.
- Systematized and automated the financial analyses of capital expenditure requests. Management time to submit and analyze new proposals was reduced by 50%.
- Developed new tool to analyze product line profitability. This new tool was instrumental in renegotiating customer pricing at one site, increasing profits by over \$100K annually.

VP Finance / VP Strategic Planning (1995 to 1998, Aurora Electronics, merged with Cerplex Group)

- Managed staff of 30 in finance, accounting and MIS at Century Parts Division and Sacramento Repair Division; locations in U.S, Canada and Europe.
- Streamlined accounting procedures to accommodate 40% revenue growth using existing headcount, saving more than \$100K in labor costs.
- Headed due diligence team for successful acquisition of Microline, Inc. (Internet B2B technology company)
- Performed price point analyses and multiple business case scenarios for recycled DRAM business, leading to timely decision to shut down operations and terminate monthly operating losses of \$50K.
- Captured \$200K on annualized basis after demonstrating a \$1.0 million opportunity in RTV parts.
- Implementation team member for new ERP system (Baan) at Century Division of Aurora.

CFO (1995, Century Computer Marketing, division of Aurora Electronics)

- Managed 20 person staff, including accounting, MIS, legal, treasury, risk management, and facilities.
- Involved in all major aspects of the \$30 million 1995 acquisition by Aurora Electronics, including due diligence, pre-acquisition audits, stock option analyses, letters of inducement, MD&A submission, indemnification agreements, disclosure exhibits, and preparation of SEC schedules. Coordinated interface between legal, audit, management, and major shareholders resulting in successful closure of the deal.
- Upgraded 3 generations of PC technology and installed first internal network. This increased labor productivity and laid the foundation to absorb future revenue growth.
- Negotiated major headquarters building lease to achieve highly favorable terms permitting sublease income retention and Proposition 13 protection, saving \$600,000 over the term of the lease.

XEROX CORPORATION, Computer Services Division, Los Angeles, CA

1977 to 1994

Division selling ERP software and computer services to discrete manufacturers, through sales offices in the United States, U.K. and the Netherlands.

Vice President Finance and Administration

- Directed staff of 70, including accounting, HR, financial planning, MIS, facilities and administration.
- Provided financial leadership in guiding the division during periods exceeding 35% annual revenue growth.
- Directly involved in developing a two-pronged strategic response to mini-computer threat:
 1. New, turnkey product to fuel future growth
 2. Downsizing core business expenses to align with declining base revenues
- Managed financial aspects of five major restructurings that reduced 1,000 headcount and produced annualized cost savings of more than \$50 million.
- Successfully divested two software business units.

Controller / Accounting Manager / Manager Financial Planning & Analysis

Designed and launched a 3rd party, non-recourse, software leasing program which increased annual sales revenues by 5% (\$3 million). Included recourse financing in next year, resulting in \$500,000 additional sales.

- Key team member of interdisciplinary task force assigned to restructure the customer service function. Efforts led to \$500,000 cost savings and 20% improvement in service levels, measured by call waiting times.

XEROX CORPORATION – Electronics Division, El Segundo, CA Program Analyst

FORD MOTOR COMPANY – Product Development Group, Dearborn, MI Financial Analyst

EDUCATION and AFFILIATIONS

Masters of Business Administration, Finance, **Wharton School**, Philadelphia, PA.

Bachelor of Arts, Economics, **Cornell University**, Ithaca, NY

United States Navy, Lieutenant, Atlantic Fleet Destroyer Operations

UCLA Extension, Instructor, Dept. of Business and Management

Microsoft® Office **Excel** Certified **Expert**

Member, **FEI** (Financial Executives International) Los Angeles Chapter