

DANIEL WU, CPA, MBA

(714) 330-3753 | dwu@karpasadvisors.com | linkedin.com/in/danielhwu

CONSULTANT – FRACTIONAL CFO

Strategic, entrepreneurial finance executive with demonstrated success in finding solutions for entrepreneurial businesses looking to improve processes or grow to the next level. Significant financial domain experience with start-up companies from the idea stage to established large companies. Consulting services offered as a Fractional CFO in areas including the following:

- Accounting Systems - Infrastructure
- General Accounting
- Budget/Forecasting Preparation
- Investment / Cash Management
- M&A/Business Turnarounds
- Long/Short-Term Financial Initiatives
- Financial Modeling
- Investor Presentations
- Raising Capital
- Financial Operational Efficiency

EXPERIENCE

ECOM MEDICAL INC., San Juan Capistrano, CA

2014-Present

Chief Financial Officer

Member of the executive team involved in all aspects of launching ECOM® (Endotracheal Cardiac Output Monitoring) medical device for use on intubated patients giving real-time information for patient hemodynamic optimization.

- Oversee all aspects of accounting and financial functions, managing critical aspects of business development and long-term financial initiatives.
 - Created fully-functional accounting system and processes in one week so company could immediately begin operations
- Key person in raising \$6M start-up stage financing.
 - Brought in a significant portion of the \$6M financing from investors via personal networking
- In charge of sourcing entire supply chain for current product lines where all products are outsourced without need for brick and mortar.
 - Sourced and successfully negotiated with the primary vendors for the current product lines

KARPAS ADVISORS, Corona del Mar, CA

2013-Present

Principal

Provide corporate advisory services to small and early-stage companies including temporary CFO outsourcing, business turnarounds, strategic advisory services, accounting systems implementations, capital raising and other accounting services.

- Assisted three companies by:
 - Successfully raising capital of \$2M by coaching executive team with financial portion of investor presentation
 - Recruiting/placing a permanent CFO for a company that was initially needing interim assistance
 - Implementing QuickBooks Enterprise software with Advanced Inventory capabilities
- Hired two operations staff in an office of four people to streamline operations.
- Assisted a start-up gaming technology company with business plan and financial model to successfully raise \$600,000 in angel investor financing.

TICKETS.COM, Costa Mesa, CA**2005-2013****Chief Financial Officer**

Member of new executive management team brought in by MLB Advanced Media, L.P. after they acquired Tickets.com in 2005. Played an integral part in company turnaround which became a profitable company for the first time in 2006.

- Provided leadership and stability to accounting, finance, settlements and human resources departments during a time of a difficult transition and low morale.
 - Completely restructured these four departments by letting go underperforming and unmotivated employees
 - In less than one year, developed a group that is results-oriented, professional, accountable and motivated about the company and personal career development
- Immediately took control of cash management by significantly cutting costs via reduction-in-force, improving policies and procedures, reducing DSO and managing vendor payable balances.
- Sponsored projects that dramatically improved processes in the settlements department that handled approximately \$1B in credit card transactions per year.
- Nominated Orange County CFO of the Year for 2007, 2008, 2009 and 2012.

DENTALVIEW, INC., Irvine, CA**2002-2004****Chief Financial Officer and Chief Operating Officer**

Assumed overall responsibilities for the company's operations including finance and accounting, production, research and development, regulatory affairs and customer service.

- Extensive involvement in every aspect of the company's business including procurement of inventory, building customer revenue models for the company's sales group, managing human resource functions, and preparing various operational procedures throughout the company.
- Devised/implemented cost reduction initiatives that reduced monthly cash burn rate by 50%.
- Primary responsibility for preparing an Offering Circular with ING Barings to sell the company or enter into a distribution partnership.
- Raised \$1M+ in bridge financing from existing group of investors.
- Assisted company's board and investors in the development of a distribution strategy.
- Prepared company's business plan used to secure late round financing in the amount of \$5M.

EDUCATION / PROFESSIONAL DEVELOPMENT

MBA, Entrepreneurship, University of Southern California, Los Angeles, CA

BS, Accountancy, California State University, Long Beach, CA

CPA License #72552 - Inactive

VOLUNTEER

Gamechanger Charity - CFO and Chairman of the Board

The Leukemia and Lymphoma Society - Board of Trustees and Chairman's Circle Member