



BLACKBRIAR
A D V I S O R S L L C



Joseph M. Danko (Joe) – Senior Director

Senior financial and project management professional with over 30 years of experience in areas that include financial management, financial reporting, including SEC, SOX and internal control, streamlining operations and acquisition and divestiture strategy development and mergers and acquisitions integration, due diligence and execution.

Joe has served in senior leadership positions in companies in insurance, consumer membership plans, healthcare savings and financial services industries.

Since joining the BlackBriar team, Joe's engagements have included:

- Serving as financial advisor to a \$40 million multi-location retail chain directing a project to improve financial reporting, budgeting and forecasting to meet external reporting requirements;
- Serving as team leader for complex financial and accounting project for a \$25 million multi-location amusement enterprise in conjunction with an acquisition and refinancing;
- Serving as financial advisor to provide an assessment of the financial impact on future earnings of strategic initiatives and operational restructuring of a \$70 million logistics enterprise as part of a recapitalization of a 60 year old family enterprise.
- Leading the successful assessment of financial reporting systems, processes and procedures for a distributor of a team sports equipment and apparel company with annual revenue of \$10 million leading to a sale to a strategic buyer;
- Serving as interim CFO for a hospital physicians staffing company with annual revenue of \$60 million;
- Directing reverse merger and purchase accounting activities for a direct selling of home-décor products business with annual revenues of over \$100 million;
- Serving as financial advisor for one of the big 3 auto manufacturers to facilitate a successful transition from an \$80 million revenue troubled auto supplier to a new manufacturer and to assist with litigation support as part of the settlement process.

In his varied roles he has served as interim CFO and member of senior management team that with direct responsibilities for financial statement preparation, review and reconciliation to general ledger and supporting systems; enhancement and maintenance of financial statement reporting and external compliance reporting; financial staff assessment, training and development; and liaison with outside auditors, tax, legal, I/T, H/R and insurance advisors; and development and maintenance of banking, customer and vendor relationships.

Prior to joining BlackBriar, Joe served as CFO for a Dallas, Texas based development stage public company that develops and markets technologies to recover synthetic oil, carbon black and other



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organic products from waste tires. He was responsible for all financial reporting including SEC and tax compliance. He also provides support for the Company's capital raising efforts.

From 2004 to 2012, Joe served as Controller of Access Plans, Inc., a \$50 million revenue public company, based in Oklahoma and Texas that markets consumer membership plans, healthcare savings and membership plans and individual major medical insurance programs. Joe integrated two major acquisitions into the financial management reporting process and directed the sale of non-core business segments. He was responsible for financial and SEC reporting and SOX 404 assessment and compliance processes. He implemented income tax reduction strategies that resulted in combined recovery and savings of over \$1.5 million in federal and state income tax refunds and obligations.

Prior to Access Plans, Joe served as a consultant to a Dallas/Fort Worth, Texas regional CPA firm where he directed and participated in Sarbanes-Oxley – 404 (SOX) risk assessment and compliance for major Fort Worth based bank with assets of almost \$1.0 billion and a regional trucking company based in Waco, Texas with annual revenue of almost \$500 million.

Prior to moving to Dallas, Texas in 2004, Joe worked at Mutual of Omaha Insurance Company in Omaha, Nebraska, a Fortune 500 insurance and financial services organization with multi-line products for individuals, business and groups throughout the United States with annual revenues of \$3.7 billion and assets of \$18.4 billion, where he held various financial and project management officer positions that include Vice President, Enterprise Project Office (VP-EPO), First Vice President, Special Projects Administration and First Vice President and Division Controller.

As VP-EPO, Joe established the enterprise project office to assess and monitor major IT development projects totaling \$135 million. He led review of Customer Relationship Management (CRM) project that resulted in company-wide cost savings of over \$10 million.

Joe also directed review of Enterprise Incentive Management (EIM) project, analyzing buy vs. build software alternatives and assessed brokerage hierarchy requirements and vendor RFP responses, resulting in a more focused build approach with cost savings of \$7.0 million.

As First Vice President, Special Projects Administration, Joe directed the project team that sold Mutual's Canadian insurance branch to a major Canadian bank where he played major roles in strategy, due diligence, negotiations, developing agreements, and closing and post closing administration. Realized gain exceeded management's expectations. In addition, he implemented company-wide operational assessment process over Mutual's business units and administrative areas with annual expense budget of \$650 million and over 6,000 employees.

As First Vice President and Division Controller, Joe served as CFO of one of Mutual's subsidiaries that marketed travel insurance, foreign currency exchange and business services in airports throughout the US with revenues of \$20 million and foreign currency exchange turnover of \$50 million. He co-led joint venture and ultimate sale of company to major UK-based foreign currency exchange company that operated in 39 countries with more than 29 million customers, where he played major role in developing strategy and conducting negotiations. Gain on sale and cost savings from joint venture exceeded \$10 million.

Joe worked as an Audit Senior with Touche Ross & Co, CPA's (1976-1979).



Joseph M. Danko (Joe) – Senior Director, BlackBriar Advisors LLC (Cont'd)

Education and Certifications

- University of Nebraska at Omaha – Bachelors of Science in Business Administration - 1976
- Certified Public Accountant (Inactive Status) – State of Nebraska

Affiliations and Memberships

- American Institute of Certified Public Accountants
- Nebraska Society of Certified Public Accountants
- Financial Executives Networking Group

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