

VINCENT J. PIETRORAZIO

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CAREER PROFILE

Business Development Professional

A proven entrepreneur and business development leader with 20-years of domestic and international experience in various industries, including life sciences, electronics, contracting and consulting services. Hands-on experience in business investment initiatives from both buy and sell perspectives, including strategic planning, market research, finance, target valuation, transaction negotiations, and change management. A rare combination of interdisciplinary operational experiences in marketing, product management, engineering, field service, and accounting offers a broad foundation for identifying opportunities and building value.

Excellent communication and presentation skills, complemented by a particular expertise in modeling, quantitative analysis, and qualitative assessment. A strong general management perspective reinforced by a track record of increasing responsibility, leadership, and success.

PROFESSIONAL EXPERIENCE

Amplytude Partners LLC, Newtown CT

2003 – present

Founded consulting business focused on value maximization and strategic advisement of small businesses. Specialization in closely-held business succession planning and transition. Further information is available via internet at www.amplytude.com.

* Managing Partner & Founder

- Succession planning and value maximization services and deliverables for regional small businesses.
- Creation of entity, business plan, positioning, and marketing materials for Amplytude.
- Board of Directors and CFO/Treasurer of Connecticut Combustion Corporation, a growing regional mechanical contracting business.
- Partner/member of Audio Engineering Services LLC, a professional technical services company.
- Conceptualized and designed a new electronic product for restaurant services and marketing. Drafted and filed US and international patent applications. Currently building prototype and marketing plan.

Kendro Laboratory Products LP, Newtown CT, Asheville NC

1997 – 2003

Leader in sample preparation instrumentation and equipment, of which more than 50% of annual revenues were generated outside North America. Kendro was the flagship life science portfolio company of One Equity Capital, representing a nominal risk, high growth private equity venture. Became a partner and investor in 2000. Kendro was sold to a strategic buyer, SPX Corporation, in 2001, and moved its Connecticut-based operations to North Carolina in 2003.

* Director, Business Development, 2002-2003

Business growth through corporate development activities on both buy and sell side, including target identification, analysis and valuation, transaction management, negotiations, due diligence examinations, and transition/integration change management.

- Successfully led the acquisition of Lab Impex Research Ltd., a \$2+ million leading UK-based distributor and service provider for ultra-low temperature lab freezers. Performed valuation, led due diligence, negotiated consideration, definitive agreement, and terms of closing. Acted as primary transaction contact and built solid working relationships. Planned successful transition/integration.
- Successfully led the divestiture of the \$3+ million Kendro Pathology & Specialty Products business unit. Authored offer memorandum, orchestrated competitive bid/auction process and negotiated definitive agreements, including licensing of trademark intellectual property.

* Manager, Worldwide eMarketing, 2000-2002

Promoted to initiate, coordinate, and implement Kendro electronic marketing efforts, including promotional communication of product/service offerings, sales channels, and corporate image management.

- Designed, led, and implemented the Kendro millennium website, a database-driven multi-lingual site with content, offerings, and branding managed by country. Site acted as the primary tool for overall company image and market positioning, which built value for a planned investment exit strategy. Tripled site visitors within one year of launch.
- Designed, led, and implemented the Kendro on-line centrifuge product catalog.
- Domestic and international personnel management, including Germany-based employees and vendors.

* **Senior Business Analyst, Headquarters, 1999-2000**

Promoted to support executive staff in corporate development, strategic marketing, internal / external analysis, and finance.

- Quarterly forecasting, annual budgeting, and development of 5-year strategic business plan.
- Valuation, modeling, and due diligence for several acquisition targets.
- Interfaced with bank group for \$70+ million long-term debt structure.
- Authored monthly *External Conditions Report* for communicating economic, market, and competitive benchmarking and information to executive staff and investment group.

* **Marketing & Sales Analyst, 1997-1999**

Worldwide analysis of revenues, margins, product mix, and pricing for \$80 million business unit.

- Special Assignment: Acted as Transition Manager of a redundant sales/service headquarters office and staff of newly acquired company. Closed office and relocated functions.

Digitheads, Middlebury CT

1995 – 1996

Small-business consulting specializing in computerization of financial, managerial, and database systems.

* **Consultant**

- Sales, estimation, quotation, and project management experience.

AMS/Neve (a Siemens Company), Bethel CT, Los Angeles CA, New York NY

1990 – 1995

International leader in audio equipment design, manufacturing, and marketing, specializing in professional analog and digital recording consoles, editing and signal processing equipment.

* **Commercial & Finance Manager, 1993-1995**

Promoted to assume financial controlling and reporting responsibility for North American operations.

- Managed finance and controlling functions for North American headquarters and four field offices.
- Created and implemented a performance-based sales incentive system for direct field sales force.
- Capital and operating leasing via Siemens Credit Corporation and third party vendors. Negotiated and closed several multi-package contracts generating revenues greater than \$1 million each.

* **Product Manager, 1991-1993**

Promoted as manager for OEM digital tape machine product lines.

- Responsible for company-wide product pricing, margins, sales support, and specialty applications.

* **Technical Services Engineer, 1990-1991**

- Field and in-house design, prototype, service, and commissioning of professional audio equipment.

Connecticut Combustion Corporation, Middlebury CT

1981 – 1990

A leading mechanical contracting company in southern New England. Market focus on commercial and industrial heating, hydronics, combustion equipment, temperature control, and related services.

* **Field Service Technician**

- Contracting, installation and service of industrial heating equipment.

EDUCATION

Connecticut State University, Danbury CT

1997

- * **MBA** (Master of Business Administration). Elective studies in marketing & finance.

University Of Connecticut, Storrs CT

1990

- * **BSEE** (Bachelor of Science, Electrical & Systems Engineering). Elective studies in economics.

Waterbury State Technical College, Waterbury CT

1987

- * **ASET** (Associate of Science, Electrical Engineering Technology).

AFFILIATIONS, INTERESTS, ACHIEVEMENTS

- Board of Directors & CFO/Treasurer, Connecticut Combustion Corporation, 1995 – present.
- Member/Partner, Audio Engineering Services LLC, 2000 – present.
- Institute of Electrical & Electronic Engineers (IEEE), Audio Engineering Society (AES).
- Additional Professional Training:
 - American Management Association, Advanced Business Valuation, 2001.
 - Leadership/Management Skills Course, 2000.
 - Karrass Negotiation Seminar, 1994.
- CT Licensed Emergency Medical Technician (EMT), 1999 – present.
- ΑΦΩ National Service Fraternity, ΔΣ Chapter.
- Eagle Scout. Order of the Arrow Advisor, former Section Chief.