



Enterprise Performance Management
Measuring to Manage
 www.EPMAssociates.com
 (Not a CPA Firm)

- Organizational Consolidation & Acquisition Integration
- Business Process Improvement & Documentation
- Change Management – Facilitated Sessions
- Corporate Infrastructure Design & Implementation
- Planning, Budgeting & Forecasting
- Business Plan Development
- Project Management

Solutions as Unique as Your Needs

Professional Bio

David M Cornell II

Managing Director

EPM Associates LLC

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Email: David.Cornell@EPMAssociates.com

- ◆ 25+ Years of Business Experience
- ◆ Large, Complex Project Management, Leadership, Team-Building & Delivery
- ◆ Blended Experience in Finance, Accounting, IT, Performance Management & Change Management
- ◆ Balanced Integration of Business Strategy, People, Processes & Enabling Technologies



Summary

- ◆ Proven ability to integrate **Strategy, People, Processes & Technology** in delivering demonstrable business performance improvements.

- ◆ **25+ Years of Business, Management & Consulting** experience in various industries . . .

Oilfield Services, Manufacturing & Distribution

- Apache
- Marubeni Tubulars
- Offshore Pipelines (Acquired by McDermott)
- Transwestern Pipeline Company
- Weatherford International

Energy Products, Services & Utilities

- Enron
- Rohm & Haas (Chemicals Manufacturing)
- Reliant Resources (Electric Power Utility)

Healthcare Services

- Apple Orthodontics

Engineering & Construction Services

- Bechtel
- Cornell Corrections
- David Weekly Homes
- Fleetwood Retail Corporation

Media

- Cowboys & Indians Magazine
- ONE Media, Inc. (Television Network)
- USFR Media Group (Holding Company)
- Western & English Today Magazine

Other Products, Services & Consolidators

- Align Solutions Corporation
- American General Life Insurance
- Criterion Investment Management Company
- Data General
- DF&R Restaurants
- Mexcitrus (Lime Oil Processing)
- Mexican American Fruit Company
- Service Corporation International
- Sysco Foods
- TributeDirect
- Victoria First National Bank

- ◆ Extensive **Functional Business Process** experience, including . . .

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| <ul style="list-style-type: none"> - Enterprise Performance Scorecard Design, Target-Setting, Roll-Out & Cascade - Planning, Budgeting & Forecasting - Finance, Accounting & IT Business Process Analysis & Improvement; Workflow Automation | <ul style="list-style-type: none"> - Profitability Reporting & Analysis - Applied Information Technology - Large-Scale, Complex Project Management |
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- ◆ Extensive **Technical Systems Management** experience, including . . .

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| <ul style="list-style-type: none"> - IT Strategy Development & Communication - Custom Software Application Design, Development & Implementation | <ul style="list-style-type: none"> - LAN / WAN / Voice / Data Network Design & Implementation - Web Portal Design & Workflow Automation |
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Professional Experience

EPM Associates LLC	August 2012 to Present
<i>Managing Director / Consultant</i>	<i>Houston, Texas</i>
Alliance Strategic Business Services LP	1998 to August 2012
<i>Founder / Partner</i>	<i>Houston, Texas</i>
America One Television Network	January 2008 to December 2010
<i>Member Board of Directors</i>	<i>Houston, Texas</i>
Tribute Direct, Inc.	April 2007 to May 2010
<i>Executive Vice President – Chief Operating Officer</i>	<i>Houston, Texas</i>
America Once Television Network	May 2003 to March 2007
<i>President</i>	<i>Houston, Texas</i>
USFRSC, Inc. (d/b/a, Cowboys & Indians Magazine)	March 2002 to March 2007
<i>Executive Vice President – Chief Operating Officer</i>	<i>Houston, Texas</i>
USFR Media Group	August 2000 to March 2007
<i>Executive Vice President – Chief Operating Officer</i>	<i>Houston, Texas</i>
Cornell Systems, Inc.	April 1999 to August 2000
<i>Founder, Systems & Operations Consultant</i>	<i>Houston, TX</i>
Mexican American Fruit Company	April 1998 to April 1999
<i>President & Member of Board of Directors</i>	<i>San Diego, CA</i>
Align Solutions Corp.	September 1997 to April 1998
<i>Practice Director, Information Systems Consulting Practice</i>	<i>Houston, Texas</i>
BSG Alliance I/T	January 1992 to September 1997
<i>Director, Business Consulting</i>	<i>Houston, Texas</i>
Arthur Andersen & Company	February 1989 to December 1991
<i>Manager, Business Consulting Practice</i>	<i>Houston, Texas</i>
Criterion Investment Management Company	January 1987 to January 1989
<i>Accountant, Product Information Group</i>	<i>Houston, Texas</i>

Professional Certification, Affiliations & Education

- ◆ Licenses formerly held:
 - Real Estate Salesman License, TX
 - Series-7 General Securities License
 - Series-63 Uniform Securities Agent Exam
 - Life Insurance Salesman License

Trinity University / San Antonio, TX / December 1986

- ◆ Bachelor of Science in Business Administration (“BSBA”) / Finance (with concentration in Economics)

Personal: Married (Jennifer), Daughter (Vivianne / 12), Daughter (Sophia / 10)

Interests: Family, Motorcycle Road Racing & Motocross, Snow-Skiing, Tennis, Scuba Diving