



BRUCE C. POLLOCK, JD, MBA

CURRENT POSITION

Enterprise Valuations, Inc.

Founder and Chief Executive Officer (2006-Present)

Started and built professional valuation practice focusing on the valuation of private company equity securities for purposes of IRC 409A and FAS 123R. In the three years since its founding, the firm has grown steadily and has completed approximately 200 valuation projects for more than 100 clients, most of which are venture-funded technology companies.

PAST POSITIONS

Financial Executive Solutions™

Financial Consultant (2004-2005)

Provided financial and business consulting services to private, venture-funded and small cap public high technology companies. This consisted primarily of providing senior financial executive leadership, practical business judgment and hands-on financial management assistance to client companies and their management teams. Clients included ActivCard Corp., Auxora Corporation, Echopass Corporation, PocketThis, Inc., Syndeo Corporation, Xradia, Inc. and Neokineticst]

Avanex Corporation (NASDAQ – AVNX)

Vice President and Chief Financial Officer (2002-2003)

Responsibilities consisted of finance, accounting, treasury and IT for a public optical component manufacturer. Restructured and downsized the company in response to the market contraction that followed the Dot Com Bubble. Built and implemented enhanced systems and controls to enable compliance with the recently enacted Sarbanes-Oxley requirements. Helped to orchestrate and conclude complex acquisition in mid-2003 that expanded the company's scale from \$20 million per year in revenues, 250 employees and a single location to more than \$100 million in revenues, 1,300 employees and five manufacturing facilities in four countries. Created and executed post-acquisition plan for cost consolidation and worldwide financial operations and controls.

Wave Splitter Technologies

Chief Financial Officer (1999-2002)

As part of small senior management team, responsible for overall company performance as well as all finance and administrative functions for early stage optical components company funded by Mayfield Funds, Lucent Ventures, Goldman Sachs, China Development Bank, Intel and NEC. Prepared company to conduct public offering at the end of 2000 but the bursting of the Dot Com Bubble days before the road show commenced prevented the offering from going forward. Raised approximately \$100 million in venture and private equity funding for the company



Walker Interactive Systems, Inc. (NASDAQ – WALK)

Senior Vice President and Chief Financial Officer (1994-1998)

As member of senior executive team, responsible for overall results of \$100 million, 550 employee public multinational applications software and services company. Functional responsibilities included finance, accounting, business planning, investor relations, legal affairs, corporate IT and human resources. Completely rebuilt finance and administration organization and implemented new financial systems and controls. Responsibilities included the full range of public company internal and external reporting, revenue and expense management, business planning and analysis, investor relations and administrative functions. As part of new senior management team, successfully returned declining business to growth and profitability. Then focused on growth planning, the business model, performance management, strategic partnerships, acquisitions and investor relations. Acquired two companies and formed joint venture in China

VMX, Inc. (NASDAQ: VMXI)

Executive Vice President and Chief Financial Officer (1986-1994)

Responsible for finance, accounting, business planning, legal and MIS for \$100+ million public multi-national voice processing systems manufacturer. Responsibilities included the full range of senior financial executive functions including development and implementation of financial control systems, internal reporting and measurement systems, external reporting and compliance, investor and financial community relations, IT, human resources and legal affairs. Also in charge of manufacturing and customer service. Negotiated countless domestic and international business transactions and numerous acquisitions. Managed lucrative patent licensing program and played a major role in distribution channel development and management. Testified on behalf of company in several litigation matters involving patent enforcement and antitrust. Instrumental in the overall planning and development of the company as part of the senior leadership team

Compath National

Executive Vice President and Chief Operating Officer,

Responsible for sales, customer service, operations and P&L results for \$100 million telecommunications systems distribution company operating in 10 states. Management scope included 25 branch offices and 900 employees. Products consisted of large and small PBX and key telephone systems, voice messaging systems and related office products. Improved operating performance from \$1+ million per month loss to profitability within a six-month period, increased revenues by \$1 million per month, substantially reduced overhead expenses, significantly improved operating controls and provided better service to customers'

Various General Management Roles (1982–1984)

Responsible for sales, customer service, operations and P&L results for operations ranging in size from \$5 million to \$40 million per year in revenue. Management scope increased over time from a single branch and 50 employees to a division comprised of 10 branch offices and 375 employees. Consistently improved profitability, sales performance, operating controls and service quality.

Vice President, Corporation Development (1981)

Responsible for strategic planning, marketing and corporate development. Concurrently served as General Counsel for the company. Developed comprehensive strategic plan for company to



address loss of distribution rights for most successful PBX product. Negotiated several strategically critical distribution agreements with new suppliers

Domtar Gypsum

Vice President, Legal and Planning (1978-1980)

Responsible for strategic planning, corporate development, credit, insurance and financial analysis for \$70 million building materials and shipping company. Concurrently served as General Counsel for the company and handled a broad range of corporate legal matters

Kaiser Industries and Kaiser Cement

Various Legal and Financial Management roles (1970-1977)

Positions included Northeast Division Credit Manager responsible for credit and collections in the Northeast United States (1970-1971), Director of Finance, Planning and IT (1972-1974) and Corporate Counsel (1975-1977)

EDUCATION AND PROFESSIONAL MEMBERSHIPS

J.D., Boalt Hall, University of California at Berkeley

M.B.A., Haas School of Business, University of California at Berkeley

B.S., University of Washington

Member – State Bar of California

CONTACT INFORMATION

Bruce C. Pollock
Enterprise Valuations, Inc.

Phone: 925.258.3400
Cell: 510.406.1200
Email: brucepollock@sbcglobal.net

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FSG



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