

Donald J. Pierce II
Huntington Beach, California
(714) 814-1571
djpierceii@aol.com

Executive Summary

- Entrepreneurial CEO/COO/CFO
- Exceptional problem solver who quickly identifies change needed in troubled organizations, communicates the plan to the team, secures their commitment, inspires their performance, executes the plan and delivers results
- Achieves improvement in financial performance through strong customer focus, inspiration of the team, focus on execution, accountability, productivity gains and aggressive cost control
- Delivers consistent revenue and profit growth through quick assessment of complex situations, development and execution of focused business plans by an energized and committed team
- Proven leader with over 15 years of direct P & L responsibility leading teams to deliver long term improvement in financial results through continuous improvement initiatives

Professional Experience

Trans Capital Investments, Los Alamitos, California

2010 – Present

CEO/COO

Responsible for developing and implementing company acquisition strategy for this unfunded private equity sponsor. Strategy included identifying and underwriting company acquisition targets, developing a value proposition and presenting to funded private equity groups.

Big League Baseball Investors, Los Alamitos, California

2010 – Present

CEO

Responsible for developing and implementing acquisition strategy targeting Major League Baseball franchises for this investment group.

Palm Desert Development Company, Palm Desert, California

2009 – 2010

Chief Operating Officer

Brought in to this affordable housing developer and operator to develop and implement the growth plan, scalable systems, processes and procedures to facilitate growth. Led the staff of 22 through direct supervision of 5, including the senior management team. Designed and managed changes in corporate structure, information technology, staffing and operations. Company generated annual development revenue of \$20M and operated over 1,300 units in 16 communities.

- Initiated asset and property management changes that significantly improved portfolio performance resulting in this portfolio becoming the number one performing portfolio in the servicers pool of more than 1,200 properties
- Designed and implemented changes that improved workflow and increased efficiency
- Developed a tactical plan to scale from one new development per year to six per year
- Planned and executed the migration to a scalable IT system significantly improving performance, capacity, reliability, redundancy and security

Wesco Companies, Inc., Torrance, California

2004 – 2009

Executive Vice President and COO/CFO

Hired as Interim CFO by this diversified company. Offered the COO role after one week with a mandate to improve operations and financial performance. Business units included apartment, self storage, office and industrial operations, home building, heavy construction, equipment rental, restaurant and retail in multiple states. Provided leadership, direction and support to 290 employees of this \$90M company through 10 direct reports including business unit General Managers, Controller, HR Manager, Marketing

Director, IT Manager and General Counsel. Spearheaded changes in culture, financial reporting, real estate and capital investment, financing, IT, staffing and operations.

- Improved EBITDA \$19M on revenue of \$67M in two years
- Reduced outstanding debt from \$57M to \$31M
- Reduced General and Administrative expenses from \$11M to \$5M in three years
- Transitioned culture to one of execution, teamwork, communication and transparency
- Negotiated work-out agreements with lenders
- Negotiated settlement of multiple lawsuits

Superior Real Estate Investments, Newport Beach, California

2002 – 2004

President and CEO

Responsible for developing and implementing strategy for this start-up joint venture with The Koll Company. Business plan called for acquisition of \$1 billion of multi-family assets over a five to seven year period and increasing asset value through management, repositioning or capital improvements. Potential exit strategies included an IPO or a portfolio sale to a REIT.

Acacia Equities, Inc., Anaheim Hills, California

1995 – 2001

President and CEO

Responsible for strategic direction and all operations for this company that owned, developed, acquired, rehabilitated and managed apartment buildings in multiple states.

- Increased revenue from \$20M to \$35M through acquisitions and organic growth
- Increased annual NOI an average of 17% for 6 years (NAREIT industry average was 7.48%)
- Reduced employee turnover from 200% to 40% (industry average 50%)
- Increased “same store” free cash flow from \$500,000 to more than \$5M per year in five years
- Developed, cultivated and maintained relationships with institutional investors

Acacia Construction, Inc., Anaheim Hills, California

1984 – 1995

Chief Financial Officer, Controller, Accounting Supervisor, Staff Accountant

Responsible for finance, accounting and administrative functions for this company that built and managed apartment buildings and built single-family homes. Promoted to CFO after 9 years in various positions.

- Facilitated growth from \$15M to \$54M
- Developed and executed aggressive downsizing plan during 1990's real estate downturn
- Negotiated work-out agreements and secured new financing on troubled real estate
- Facilitated nine private placements raising over \$21M of equity

Education/Other

MBA, University of California, Irvine 1991
BS, California State University, Long Beach 1983

Young Presidents Organization, Member 1996-Present
Board of Directors 1999-2001
Wesco Companies, Inc. Board of Directors 2004-2009
Acacia Equities, Inc., Board of Directors 1995-2001

Huntington Valley Little League, Volunteer Manager/Coach 2001-Present
Board of Directors 2005-Present
President 2007-2009

Interests and hobbies: golf, baseball, wine, cooking, exercise, airplanes and travel
Flew a P51 Mustang that was flown in combat by my father's wing man in World War II