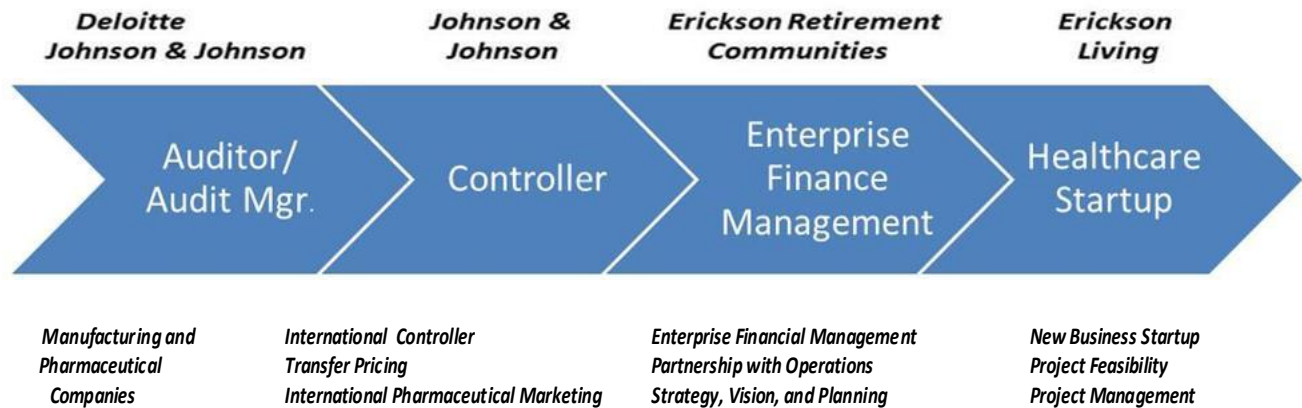


ROBERT A. PURCELL, CPA

Accomplishments:

- Established strategies and a management system in partnership with operations utilized in the opening of 14 new facilities, generating revenue growth from \$50Mil to \$650Mil, and operating income improvement from 0% to 9%
- Built team of 19 finance department leaders, created regional structure and developed leaders that moved on to executive positions
- Fostered growth of Janssen-Xian Pharmaceutical from \$50 Mil to \$200 Mil
- Renegotiated Service agreement resulting in \$3Mil annual savings
- Completed strategic initiative to develop and launch new Hospice, Home Health and Rehab businesses
- Focused on KPI to improve productivity by 3%

Experience:



I am an accomplished financial leader with a passion for partnering with operations to develop and grow businesses through strategic/business planning, operational enhancements, and a disciplined management approach. My leadership, planning and financial analysis skills were successfully utilized at Erickson in creating executive management reporting (including KPI/Dashboards), enterprise strategic/business planning processes, business issue identification and resolution process, talent development and team building for 19 finance operating units, and financial feasibility studies/project management roles. My success in an overseas finance assignment and in worldwide audit engagements while at Johnson & Johnson exemplifies my ability to work in culturally diverse and matrix organizations. I am a CPA with an open and consultative management style who excels in a team oriented environment. My work folio is located at <http://robpurcell.workfolio.com/>.

My expertise in strategic/business planning, partnering with executive management, financial management and overall leadership will position me well for a finance executive role. I look forward to discussing opportunities with you.

Best regards,
Rob

Robert Purcell
Financial Executive
Cell Phone (732) 803-6316
Home Phone (732) 918-1422
Email njpurcells@comcast.net

ROBERT A. PURCELL, CPA

Tinton Falls, NJ

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(732) 803-6316

FINANCIAL EXECUTIVE

Accomplished financial and executive leader creating value through strategic planning disciplined financial management, and partnerships with operating teams. Proven record of implementing management systems and creating financial teams to establish strong plans and consistently achieve operational/financial improvement. A business leader partnering with operations to establish strategy, resolve issues, realize opportunities and mitigate risk. Established a management system and 14 new financial teams that enabled revenue growth from \$50Mil to \$650Mil and operating income improvement from 0% to 9%. Completed strategic initiative to develop and launch new business lines.

KEY SKILLS

- Enterprise Financial Management
- Strategic / Long Term planning / Budgeting
- New Business Feasibility and Start-up
- KPI and Management reporting
- Financial Planning and Analysis
- External Board relations
- Talent Development
- Matrix team environment
- Project Management
- Internal/External Auditing
- International experience
- Healthcare / Pharmaceutical Operations

PROFESSIONAL EXPERIENCE

ERICKSON LIVING - Catonsville, MD Developer and Manager of 18 large scale CCRCs in 9 states, serving 22,000 residents by 12,000 employees. Services include independent living, assisted living, long-term care, skilled and outpatient rehab, home health, hospice, private duty and on-site physician care.

Director Regional Finance/Business Development (Jul 2010 – Apr 2014)

Selected to develop and implement new Healthcare businesses, perform Health Care facility feasibility, and other large scale financial projects. Provided business and budget oversight to existing operations (\$56 million), created start-up plans for new Healthcare services and successful negotiations with external Board and Bondholders on business arrangements.

- **Launched new Health Care business -\$50 Mil projected sales**
 - Developed business rationale, structure, and financial plans that restructured existing business arrangements and enabled the startup of Erickson Living Health Services.
 - Convinced external Board on incremental value and risk mitigation proposition to outsource agencies. This achieved an EL strategic initiative in 2013 and has launched 3 agencies
- **Financial lead in successfully restructuring \$150 Mil Debt-** Worked with team of Investment Bankers and Restructuring attorneys to restructure debt (avoiding auction) and for EL to continue providing management services (\$2.5 Mil fee) to the entity
- **Fostered growth in Existing businesses from \$38 Mil (2010) Mil to \$56 Mil (2013)** - as partner to VP Business Development focused on business drivers with operating teams and increased penetration and operating metrics across the Healthcare franchises- Rehab, Home Health, Private Duty, Hospice
- **Led interdisciplinary team that designed and completed feasibility for \$22 Mil. Residential building-** Building filled in less than 1 year and generated \$16 million in value to Erickson Living

ROBERT A. PURCELL, CPA

ERICKSON RETIREMENT COMMUNITIES – Catonsville, MD (serving 19 Continuing Care Communities, 22,000 Residents and 14,000 employees in 9 states)

VP Finance, Health and Operations

(Jan 2008- Jun 2010)

Senior Director Finance, Communities

(Jan 2002- Dec 2007)

Director/Regional Director Finance

(Aug 1998- Dec 2001)

Responsibilities grew to overall financial responsibility for the Community finance organization and operating results for \$650 Mil enterprise. Developed enterprise annual planning, monthly management reporting and set vision/goals for 19 Community finance teams. Partnered with the EVP Operations in strategic planning, external Board initiatives and company restructuring.

- **Fostered enterprise growth from 5 to 19 communities by establishing the community finance structure and coordination of the finance/operation management process-**
 - Revenue grew from \$50 Mil to over \$650 Mil and Operating margins from 0% to 8.9% respectively, while balancing resident and staff satisfaction
 - Established 14 new finance departments and a regional finance structure which incorporated and fostered tremendous enterprise growth, up to 12 direct reports
 - Developed leaders moving on to Executive Director, NHA and other leadership roles
 - Established internal audit department that monitored community operations and SOX initiative
- **Successfully partnered with EVP Operations to address major initiatives-**
 - Financial lead on Health and Operations executive team which set vision, strategies and goals for Erickson Retirement Communities operations growth
 - Successfully negotiated \$25 Mil in Management fees and \$45 Mil Service Agreement with external Board during RFP process
 - Member of Corporate restructuring team
 - Restructured operations departments resulting in \$10 Mil savings
 - Restructured Service agreements with external Board resulting in \$3 Mil in annual savings
- **Started up accounting operations at Seabrook Village including A/R, A/P, monthly close and reporting with staff of 5**

JOHNSON & JOHNSON- New Brunswick, NJ

Controller- International Marketing Group, Pharmaceuticals

(Aug 1996- Jul 1998)

Responsible for daily finance, financial planning and analysis support to international pharmaceutical marketing group.

- **Created presentations that supported strategies for J&J Executives-** Pharmaceutical Chair for investor conference and \$10 Bil international pharmaceutical pipeline review
- **Initiated detail marketing investment analysis-** resulting in increased marketing investment for major product. Presented correlation of investment levels and revenue decline

Tax Specialist, Transfer Pricing

(Mar 1995 to Jul 1996)

Recruited from Belgium to develop initial documentation on transfer pricing for all J&J companies.

- **Developed business and economic rationale for all J&J transfer pricing arrangements for successful submission to IRS for initial 482 reporting**

ROBERT A. PURCELL, CPA

International Controller, Janssen Pharmaceutica (J&J) - Beerse, Belgium (Jun 1991- Feb 1995)

Transition from Janssen Audit Manager to Controller located in Belgium, was responsible for oversight of finance operations for China and Eastern Europe and licensing projects

- **Hands on financial management for Chinese Joint Venture-** fostered sales growth from \$20 Mil to \$200 Mil
- **Successfully negotiated to maintain Janssen sourcing profits \$10 Mil and timely dividend repatriation from Xian-Janssen joint venture in China**
- **Completed numerous contract negotiations** with Operations team that grew businesses in China, Eastern Europe and Europe
- **Consolidated two pharmaceutical** operating companies and launched 3 new markets. Incorporated the Janssen programs and culture to the local operating units

Other Experience:

- **Internal Audit Mgr. / Senior,** Johnson & Johnson, New Brunswick, NJ
- **Senior Auditor,** Deloitte, Haskins and Sells, Princeton, NJ
- **Senior/Staff Auditor,** Hess, Keeley and Co, Millburn, NJ

Proficiency in Hyperion Planning, Essbase and Microsoft Office products

EDUCATION AND AWARDS

Pace University, Westchester, NY

BA Public Accounting (cum laude)

Scholar Athlete of Year

AFFILIATIONS

Tinton Falls Planning Board member 2005-2009