

**LISA S. KAPLOWITZ**  
Rutgers University – Newark & New Brunswick, NJ  
Mobile: 917-576-5150  
lisa.kaplowitz@business.rutgers.edu

## Education

**KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY**, Evanston, IL  
*Master of Business Administration, June 2001*

- Dean's honor list; Salomon Smith Barney scholar; Little Family Foundation scholar

**BROWN UNIVERSITY**, Providence, RI  
*Bachelor of Arts, double major in economics and international relations, May 1995*

- Varsity Gymnastics: Captain, 4-year MVP, 4-year All-Ivy, 2-year All-ECAC, 3-Year Academic All-Ivy

## Academic Experience

**RUTGERS UNIVERSITY**, New Brunswick and Newark, NJ

**Professor – Instructor of Professional Practice** – Rutgers Business School 2016-Present

- Teaching undergraduate and MBA students the fundamentals of corporate finance and how to apply these concepts to decisions typically encountered in corporations and investment banking.

**Adjunct Professor** – Kinesiology Department – Finance in Sports 2014-Present

- Introducing undergraduate students to a practical application of corporate finance and analysis as it relates to sport-centric organizations.

## Professional Experience

**KAPLOWITZ ADVISORY GROUP LLC** 2013 – Present  
**Strategy & Finance Consultant**

- Guiding founders through the initial company creation phase, including creating of a value proposition, business model, and focused strategy, as well as implement of infrastructure, timelines and capital raising processes.
- Helping early stage venture capital and private-equity backed companies create the necessary infrastructure, processes and controls to grow profitably and efficiently without getting buried in red tape or bureaucracy.
- Advising later stage and mature companies with strategic planning, including execution, implementation, alignment, prioritization of initiatives and measurement of effectiveness.
- Interim/ Part-time Pres/CFO/COO - Providing executive management support, as needed, in all functional areas, including operations, finance, legal and supply chain management.

**HELLO PRODUCTS LLC**, Montclair, NJ 2014-2015  
**Chief Financial Officer & Corporate Secretary**

- Interim President. Led strategic planning process, goal setting and creation of metrics to measure success. Introduced culture of accountability and results-based performance.
- Led capital raising efforts, including investor communication, documentation and agreements.
- Created and implemented internal controls, policies and procedures for accounting and operations.
- Implemented monthly financial package focused on KPIs, financial statements and summary MD&A.
- Implemented weekly cash flow tools to monitor cash balances and working capital needs.
- Created weekly dashboard to distribute to executive management team and private equity investors.
- Drafted and maintained Board of Directors minutes and resolutions.

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**MISS MATCHED, INC. (d/b/a LittleMissMatched),** New York, NY

2010-2012

**Chief Financial Officer & Corporate Secretary**

*\$25 million private-equity-backed multi-channel tween retailer*

Responsibilities included management of Accounting, Finance, Risk Management, Legal, Merchandise Planning, Human Resources, IT, Logistics, Operations and Administration.

- **Finance & Accounting**

- Raised over \$25 million of new capital and completed all necessary documentation and agreements.
- Created and implemented internal controls, policies and procedures for all major accounts and journal entries, including cash, inventory, accounts receivable, accounts payable and travel & expense.
- Signed off and reviewed all financial statements, budget and strategic plans.
- Implemented monthly financial package focused on KPIs, financial statements and business lines.
- Implemented daily and weekly cash flow tools to monitor cash balances and working capital needs.
- Created weekly dashboard to distribute to executive management team and private equity investors.
- Primary liaison with corporate and investment banks, PE firms, outside counsel and insurance brokers.

- **Operations & Administration**

- Reorganized and restructured management team and business lines, including hiring key executives.
- Reviewed and approved new open-to-buy and monthly business review processes.
- Led and administered annual review process; implemented PTO policies and procedures.
- Drafted and maintained Board of Directors minutes and resolutions.
- Negotiated and executed contracts including leases, licensing agreements and vendor agreements.
- Managed and processed all equity grants and documentation.
- Conducted RFP, hired and began implementation of outsourced Virtual CIO/CTO.
- Escalation contact for 3PL and vendor issues.

**BED BATH & BEYOND INC.,** Union, NJ

2002-2010

**Director of Finance (Functioned as Treasurer)**

*\$10+ billion publicly-traded home furnishings retailer*

Responsibilities included management of Corporate Finance and Strategy, Treasury, Investor Relations, Gift Cards, Payment Processing, Risk Management and Sales Audit Departments.

- **Corporate Finance & Strategy Department (2002-2010)**

- Established dept. and managed investment banking activities. Created strategic plan (5-year forecast).
- Evaluated and integrated acquisitions, including the Christmas Tree Shops and buybuy BABY.
- Reviewed and analyzed uses of excess cash. Initiated and executed over \$2 billion of share repurchases. Created investment policy. Managed and traded \$2 billion corporate investment portfolio.
- Negotiated coverage, terms and fees of medical, stop loss, life insurance, 401(k) and deferred compensation providers. Implemented restricted stock program.

- **Investor Relations Department (2002-2010)**

- Oversaw Investor Relations department and led discussions with analysts and investment community. Created conference call scripts and drafted press releases and SEC documents.

- **Treasury Department (2003-2010)**

- Oversaw Treasury department, including account management, daily funding and reconciliation, wiring, letters of credit and armored car services. Created monthly reporting, trending and variance analyses.
- Managed investment, corporate and depository banking relationships. Negotiated contracts and fees for all cash management and Treasury services.

- **Gift Card Department (2005-2010)**

- Oversaw Gift Card business for in-store, on-line and B2B. Negotiated contracts with processors, production companies and B2B partners. Rolled out new in-store fixture, optimized order quantities, enhanced product assortment and refined distribution process. Launched gift cards for subsidiaries and Canada.

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**Professional Experience** *(Continued)*

**BED BATH & BEYOND INC.**, Union, NJ 2002-2010

***Director of Finance (Functioned as Treasurer)***

- **Payment Processing Department** (2005-2010)
  - Oversaw Payment Processing, including all activities associated with credit cards, debit cards and checks. Renegotiated all processing contracting and consolidated under single provider and managed relationships with processor and associations. Coordinated with IT department to implement upgrades and ensure security and privacy compliance. Launched Bed Bath & Beyond MasterCard.
- **Sales Audit** (2005-2007)
  - Oversaw department responsible for recording and reconciling sales.
- **Risk Management** (2002-2005)
  - Oversaw Risk Management department and negotiated insurance renewals, managed claims and created budgets for all insurance lines, including property, workers' compensation, general liability, auto, cargo and D&O.

**MERRILL LYNCH** (fka Banc of America Securities LLC), New York, NY 2001-2002

***Associate, Retail Group-Corporate and Investment Banking***

- Assisted clients in raising equity and debt capital in the public and private markets and advised on strategic alternatives including acquisitions and divestitures. Recruited, trained and managed analysts. Served as informal mentor.

**SUNTERRA CORPORATION**, San Mateo, CA and Orlando, FL 1997-1999

***Senior Financial Analyst – Finance and Strategy***

*\$400 million publicly-traded vacation ownership company*

- Reported to CEO. Managed transactions generating over \$500 million of public and private capital. Developed business plans and financial models for new business development and internal operations.

**DEUTSCHE BANK** (fka Alex. Brown), Baltimore, MD 1995-1997

***Financial Analyst, Corporate and Investment Banking***

**Book Contributions**

"The Startup Graveyard-10 Lessons for Avoiding Failure and Secrets for Success," Grossi, R., [Kaplowitz] Stern, L., Lange, G., and Rebell, D., *Techventure: New Rules on Value and Profit from Silicon Valley*, (John Wiley & Sons, Inc. 2001). Pages 39-54, 333-336. Gulati, R. and Paoni, A.

**Services to the Local Community**

**BROWN UNIVERSITY ALUMNI ASSOCIATION**

- Board Member – Brown Alumni Club of Central NJ
- 20<sup>th</sup> Reunion Leadership Committee
- Area Leader – Undergraduate alumni interviews, 2014-15

**POWERPLAY NYC, INC.**

- Board of Directors, 2016-Present

**FASTBREAK BASKETBALL**, East Brunswick, NJ

- Coach, 2014-Present

**GIRLS ON THE RUN**, East Brunswick, NJ

- Coach / Mentor, 2014