

SHERWIN KRUG

TECHCXO PARTNER - FINANCE & OPERATIONS



RELEVANT EXPERIENCE

Sherwin has more than 20 years of hands on CFO, COO and CEO experience with high growth technology companies, from start-up through mid-market. Sherwin's experience includes: Finance, Operations, M&A, Legal, HR, Compliance, Marketing, Product Management and IT Infrastructure. This includes playing a lead role in over 25 buy and sell side M&A transactions totaling over \$1.3 billion.

Since 2011, Sherwin has been a Partner at TechCXO which provides on demand CFO and COO services to both start-up and high growth companies.

Clients include SaaS, traditional software and service based companies, digital media and internet marketplaces in both healthcare and B2B industries.

Originally a Senior Manager with **Ernst & Young**, Sherwin has held CFO positions with private and public technology focused companies and a COO position at a global internet marketplace. Sherwin was also the founder and CEO of his own internet business prior to its sale to a subsidiary of Aetna. He has also acted as the product manager for two separate Ruby on Rails and iPhone applications.

Sherwin has presented to a Georgia Tech leadership conference on the topic of Blockchain and also to Emory Law School students on Financings and Financial Modeling.

PERSONAL STATEMENT

I help build, scale and operationalize startups through mid-market companies. Owners and executives hire me to:

- Translate strategy into specific hands-on Financial, Operational and Product plans
- Manage the funding, scaling, acceleration, or sale of their company with a constant focus on maximizing enterprise value
- Establish metrics, processes, and a learning culture
- Work with all stakeholders to ensure alignment and buy-in.

I have also been fortunate to work for portfolio companies of some of the leading private equity and venture capital firms, including: ABS Capital, Bezos Expeditions, Boston Ventures, Camden Partners, Frontier Capital, JMI Equity, KT Capital, Level Equity, PEI Funds, Sequoia, Thoma Bravo, TPG, TPG Growth, US Venture Partners and Volition Capital (Fidelity Investments).

PRACTICE FOCUS

TechCXO has assisted more than 1,000 technology companies to build value, enter new markets, increase sales and improve margins. Sherwin accelerates value in the following areas:

Finance

- Debt & Equity Financing
- Treasury & Cash Management
- Audit and GAAP
- M&A, Divestiture, Joint Ventures
- Turnaround & Restructurings
- Accounting, Internal Controls
- Board of Directors
- Financial Modeling / Strategic Planning
- Options, Compensation Plans

Operations

- Benchmarking
- Process Improvement
- Business Performance
- Interim COO/Management
- International Expansion

SECTOR EXPERIENCE

Industry: Software

- Software Applications
- SaaS
- Information Databases
- Financial Software
- Digital Media
- Internet Marketplaces

Verticals

- Business to Business SaaS
- E-Commerce
- FinTech
- Mobile
- Healthcare and Healthcare IT
- Cryptocurrency/Blockchain

EDUCATION

University of the Witwatersrand

Bachelor of Commerce degree.

University of South Africa

Post-Graduate Bachelor of Accounting Science Honors degree.