

Vernon W. Kennedy III, MBA

e-mail: vern.kennedy@gmail.com

Areas of Expertise

- | | |
|----------------------------|---------------------------------|
| ➤ E-Learning | ➤ Relationship Management |
| ➤ Financial Analysis | ➤ Market Share / Revenue Growth |
| ➤ Mergers and Acquisitions | ➤ Corporate Strategy |

PROFESSIONAL EXPERIENCE

ActiveWrite, Inc. – Hilliard, Ohio

President / Chairman / Owner • January 2016 – Present
Software Development

- Created a paradigm shifting software focused around content collaboration, creation, and editing
- Responsible for global marketing, operations, and strategy
- Offices in two countries, United States and India

Systems Documentation, Inc. – New York, New York

Executive Vice President / Chairman / Owner • June 2014 – December 2016
Enterprise Information Management, E-Learning, Technical Documentation

- Completed turnaround of 35 year old IT training and services company
- Served as a CFO and managing owner
- Led domestic and international sales efforts
- Developed new market verticals (Cyber Security & E-Learning for SOCOM)

Ohio University – Athens, Ohio

Adjunct Professor of Finance • September 2014 – Present
Teach Entrepreneurial Finance to Business and non-business students

- Bring real-life practical experience to the classroom
- Challenge students to think beyond the book
- Develop relationships between the University and industry leaders
- Serve on panels discussing finance and entrepreneurship

Stearns Bank – St. Cloud, Minnesota

Vice President / National Business Development Manager • November 2013 – March 2014

Building a new division / lending group focusing on A/R lending • Report to CEO

- Developed a business plan and cash flow projections
- Developed operation and credit policies
- Hired, trained, and managed staff
- Implemented a credit matrix / scoring grid for grading account debtor credits
- Developed national marketing campaign targeting specific market segments
- Six month contract completed ahead of schedule

Park National Bank – Columbus, Ohio

Assistant Vice President / Department Manager • September 2011 – November 2013

Built a new division / lending group focusing on A/R lending • Report to Vice President of Structured Warehouse

- Developed a business plan and cash flow projections
- Developed operation and credit policies
- Hired, trained, and managed staff
- Created a credit matrix / scoring grid for grading account debtor credits
- Responsible for P&L and Budgeting
- Achieved profitability within 18 months of start up
- Passed Internal and External Audit without issue
- Passed OCC examinations without issue

Visionary Consulting Services LLC – Hilliard, Ohio

Managing Partner / Owner • October 2006 to Present

- Provide consulting services to commercial businesses
- Services include: Mergers and Acquisition, Operational Overviews, Sales Strategy, Credit and Collections, Negotiation Services, and Training

Alliance Funding Solutions, TAB Bank, FDIC – Ogden, Utah

(Formerly Stearns Financial Services)

Midwest Division Manager • September 2003 – September 2004

Vice President Business Development • September 2004 – October 2010

Provided commercial businesses with A/R based lines of credit, Inventory, and Equipment Leasing options • Performed mergers and acquisition financing and consultation • Industry focus: Transportation, Healthcare, IT Staffing and Consulting, Import & Export, Oil and Gas, and Service Industries • Developed a network of referral sources which include: Senior workout officers, senior lenders, brokers, mezzanine lenders, and hedge funds.

- Developed new clients, structured term sheets, established credit criteria, underwrote deals, and performed workouts as needed
- Managed portfolio risk on both a micro and macro level
- Reviewed and negotiated legal documentation with in-house counsel and the borrower's legal counsel
- Hired, managed and trained business development staff
- Generated and funded 30 new deals in a four year period, for \$33MM in line commitments
- Since 2004 grew Midwest revenue by 80%
- Focused on working capital needs from \$250,000 to \$10MM

Qualcomm Inc. – San Diego, California

Regional Account Manager – New Sales • February 2001 – May 2002

Sold and leased satellite tracking systems to transportation Companies • Presented to Fortune 500 & Fortune 1000 companies • Marketed to companies of all sizes • Managed west coast sales and eventually Midwest sales from Columbus, Ohio

Comdata, Inc. – Brentwood, Tennessee

Director of New Sales • May 1996 – February 2001

Responsible for all new sales activities for one-third of the United States • Developed, organized, and executed the competitive sales efforts of both inside and outside salespeople • Sold 43 different products and services to transportation companies • Built both market-share and customer-share • Managed integration projects involving AS400, Unix, and Window based systems • President's Club Award recipient 4 times

EDUCATION

Ohio University, Masters in Business Administration, Corporate Strategy and International Business, 3.86 GPA
Athens Ohio, June 2011

Ohio University, Bachelors of Business Administration, Management and Strategy Leadership
Athens Ohio, 1995

ACHIEVEMENTS AND ACTIVITIES

- Graduated 6th in my class in the MBA program, 4th highest GPA
- Beta Gamma Sigma
- Member of the Association for Corporate Growth, the Turnaround Management Association, the Tri-State Association for Corporate Renewal, and the International Factoring Association
- Numerous public speaking engagements
 - Turnaround Management Association
 - Risk Management Association
 - Ohio Society of CPAs
 - Borrowing Money in Today's Credit Environment: The New Credit Continuum
- Former Cub Master of Cub Scout Pack 3484, Hilliard Ohio
- Former Trustee of Hilliard United Methodist Church
- Government Clearance – Secret (Active – 7/2025)