

Robert Peterson

Dear Pine Lake Preparatory Board and community,

Thank you for the opportunity to submit my application for my final year of eligibility as a board member at Pine Lake Preparatory. Wow, how time has flown by! I'm grateful for the opportunity to contribute further and proud of the progress we've made – our goals and ambitions embodied by the recently published 5-year Strategic Plan will continue the PLP legacy well into the future!

As board member for the last three years, including Finance Committee Chair and Treasurer for the last two years, I've directly contributed to and executed the plans and strategies needed to ensure near-term financial stability and resource for PLP's future. Our ambitious goals for the 2023 – 2024 school year include building the financial plan for expansion of both programming and facilities to meet the growing educational and experiential needs of our students and staff. The 5-year strategic plan calls for improvement in our financial posture and capital investment that must be supported by increases in revenue and cost management in key areas that leverage my background and experience. I look forward to offering my guidance and leadership in any capacity as we execute these plans and ensure continued success at PLP.

An unwavering commitment to unparalleled character and academic outcomes for our students ties our mission together and I would be proud to continue to represent the PLP Board. This school has given more to Casey (spouse), Ella (2023 graduate), Peyton (rising 8th grader), and I than I could have ever imagined – giving back in any capacity is a small token of our appreciation for this wonderful experience and community.

Sincerely,

Robert (“Bobby”) Peterson

Robert Peterson

EXECUTIVE SUMMARY

Proven financial and operational executive with a history of progressive responsibility, leadership, and results. Resourceful and disciplined leader that delivers outsized returns and profitability by identifying market opportunities, emphasizing core competencies and data-driven decisioning, streamlining and consolidating operations, and building a culture of excellence.

AREAS OF EXPERTISE

Investment	Strategy, sourcing and selection, financial analysis and due diligence, transaction execution and portfolio management.
Financial management	Full corporate P&L responsibility, corporate finance, fixed income trading, asset valuation, interest rate hedging.
Business development	Strategic partnerships, key customer engagement and sales enablement, contract negotiation and execution. Assist in product management strategies including competitive market intelligence and structuring/profitability analysis.
Operations	Oversight of customer service, legal, accounting / finance, sales / finance operations, business intelligence, and asset management. Design and implementation of KPI's and metrics including data sourcing and staging, internal and external financial reporting, dashboarding and data warehousing.

EXPERIENCE

Infrascale, Inc.

Reston, VA

Chief Executive Officer and Board Member

February 2022 – current

Responsible for the overall strategy and leadership of privately-owned disaster recovery and cloud backup technology provider serving small and medium sized businesses globally through channel partnerships.

- Establishes company mission and vision coalescing domain expertise, market gaps, and opportunities for innovation.
- Builds a culture of excellence and accountability driven by continuous performance measurement and achievement.
- Interfaces with and reports to company board and investors to communicate strategy, report on progress and setbacks, and advocates for strategic direction and capital allocation.
- Delivers EBITDA profitability through targeted cost reduction and more efficient use of resources and technology, pivoting from prior history of heavy cashflow burn.
- Addresses customer needs and dissatisfaction through direct engagement and prioritization of product roadmap scope resulting in lowering of revenue attrition rates and improved customer satisfaction scores.
- Develops infrastructure strategy exiting private data center locations to cloud positioning for enhanced profitability, more efficient delivery, and expanded market reach at global scale furthering company's SaaS evolution.
- Launches broadline distribution partnerships to diversify GTM capabilities and disintermediates equipment financing to enable pure SaaS and software product plays.

Chief Financial Officer

January 2020 – February 2022

Responsible for oversight of finance and accounting, sales / finance operations, capital raising, legal, and business intelligence functions in support of the company's growth and profitability objectives.

- Rebuilt operations remotely upon closure of the CA office, oversaw training and delegation of duties to expanded offshore back-office team in India.
- Executed \$11M debt refinancing with venture lending division of large, regional bank retiring all legacy debts in full and reducing projected annual interest expense by over 50%.
- Retailored data management and financial reporting to track and benchmark SaaS metrics by product and channel.
- Streamlined operations by enhancing budgeting process, billing process automation, redeveloping finance customer service operations, and collaborated with sales and customer success to enhance insight and predictability of customer retention risks.

AdaptivDC, LLC

Ashburn, VA

Co-founder

March 2017 – current

AdaptivDC consists of two synergistic businesses, branding and sales of myWall®, an eco-friendly, premium pegboard wall system for use in commercial, hospitality, healthcare, education, trade show, and retail settings, and operating an interior design + build shop serving some of the largest architectural firms and interior designers in the US. myWall® is enjoyed by Fortune 100 companies as well as fitness gyms, retailers, franchises and medical practices for its adaptable functionality, premium build and aesthetic, and weight bearing capacity. AdaptivDC has worked to bring vision to reality for large-scale projects including displays for trade shows / exhibitions, corporate spaces, and retail display.

- Leads all capital raising / planning exercises including budgeting, forecasting, and sourcing.
- Develops partnerships with key customers and across niche verticals to expand awareness and reach.
- Handles all accounting, tax, and general corporate and legal requirements.
- Manages all sales opportunities, including proposal writing, pricing, and negotiations.
- Manages multi-channel marketing budget and assists with audience targeting strategies and content creation.

Route 66 Ventures, LLC (prior)

Alexandria, VA

General Partner, Credit Opportunities

January 2015 – January 2020

Responsible for investment strategy and allocation of \$100M+ private credit portfolio focused on short duration, asset-backed investments in the FinTech and Financial Services sectors. Generated a gross yield above 15% investing across sectors identified which leveraged efforts of venture capital team to validate the utility of non-dilutive financing to the emerging FinTech industry and deliver risk-adjusted return outperformance. Major investments include:

- \$20M receivables LOC to venture backed multichannel lease-to-own provider: 25%+
- \$20M asset-backed debt facility for high yield, small balance commercial lender: 13%+
- \$20M seasoning LOC to real estate bridge financing platform: 13%+
- \$30M asset-backed debt facility for contractor wage advance platform: 15%+
- \$5M convertible note investment in residential solar lending platform: 40%+

Senior Vice President, Structured Credit

January 2013 – January 2015

Responsible for thesis and operational development of \$100M+ private credit opportunities fund focused on venture-backed or opportunistic consumer, commercial and alternative asset verticals.

- Executed acquisition of \$500M portfolio of non-performing, private student loan assets with strategic partner.
- *The American Home, LLC (portfolio company)*: Responsible for sourcing and evaluation of a secured credit facility or ABS vehicle to fund the company's 2,500 property portfolio. Route 66 exited to a publicly traded REIT in 2014.
- *Goal Financial, LLC (predecessor company)*: Managed the P&L and optimization strategy of the legacy \$4.5B portfolio of student loan residual interests of Goal Structured Solutions, LLC.

Other prior experience:

Goal Structured Solutions, LLC, Senior Vice President, Head of Capital Markets

July 2008 – January 2013

E*Trade Financial Corp., Risk Analyst, Portfolio Manager

2007 - 2008

Friedman Billings Ramsey Group, Inc., Fixed Income Analyst, Principal Investments

2003 – 2007

KPMG, LLP, Senior Associate

2000 – 2003

EDUCATION

Robert H. Smith School of Business, University of Maryland

College Park, MD

Master of Business Administration, Finance concentration

May 2007

American University

Washington, DC

B.Sc. Accountancy, International Finance minor

May 2000

PERSONAL

Extracurriculars: Small business owner, pediatric Cancer awareness volunteering and fundraising, Treasurer at Pine Lake Preparatory Academy (Mooresville, NC)

References: Available upon request