

Executive Director enhancing emerging market returns with US capital market liquidity, enterprise value creation, corporate finance, and corporate governance. Combine virtual audience engagement with corporate development origination to drive valuation multiples. Customer/cost overlap analysis of industry value chains for proprietary deal flow targets, positioning strategies, and M&A revenue synergy opportunities. Instantaneously triangulate target strategies, trends, and competition with brand equity. Cross border cross functional team leadership that inspires C-level trust, enthusiasm and collaboration. Comprehensive solutions, systems, and analytics. Full spectrum of board level US representation, executive service outsourcing and project management. Customized strategies for majority owners, fund managers, and strategic investors. Integrate and execute cross border strategies from leading corporate development, emerging market and intangible asset theories.

Delivering Innovated Comprehensive Systems, Solutions, and Analytics

- Originated millions of dollars in cross border M&A and private placements fees
- Directed IR campaigns that created hundreds of millions of dollars in market capitalization, and international brand exposure
- Restructured IR agreements to redeploy monthly cash retainer to virtual infrastructure and brand awareness campaigns to drive valuation multiples, and strengthen private placement negotiations and after-market trading
- Sold three new \$120,000 capital market consulting service contacts to China
- Launched Uplisting China™ to protest PIPE abuses, www.Uplisting.com.cn
- Introduced private placements and outbound investments to China
- Origination of US corporate development launched multi-billion dollar US listing industry for China, and established dominate industry consulting service brand
- Authored report warning China private equity prior to multi-billion dollar industry collapse, indentifying industry leaders referenced in subsequent Barron's article
- Launched ProAltIR™ to protest APO (alternative public offering) abuses, www.ProAltIR.com
- Transacted with European hedge fund managers, Singaporean MNC, Malaysian and China private equity, and Chinese, Canadian and American CEOs of US listings
- Industries: Interactive cable television technology, ball bearings, health spas, cosmetics, casinos, synthetic materials, biotech, cable television networks, mobile technology and games
- Multi-industry transactions referenced in Wall Street Journal, Business Week, Institutional Investor and US Congress. Quoted in Forbes magazine and client industry media
- www.uplistingCHF.com one of the finest collections of Paclitaxel information in the world

Creating Value, Driving Valuations, and Collateralizing Intangible US Assets

Market Analysis and Strategy Development
Origination Proprietary Deal Flow
Total Shareholder Returns
M&A
Investor Relations
Brand Management
Operational/Financial Management
Arbitration/Litigation Management
Executive Service Outsourcing and Management
Project Management
Board of Directors
Internet Marketing Campaigns
Media Spokesperson
Thought Leadership
Virtual Audience Engagement

Cultural Integration
Corporate Governance
Private Placements
Due Diligence
Trading Market Development
Corporate Finance
US Cross Border Subsidiaries
Strategic Partnership Building
Cross Functional Team Leadership
Comprehensive Solution Analytics
Website Design and Maintenance
Content Editing and Curation
Negotiations
Position Strategies

Maximizing Total Shareholder Returns via Economic and Cultural Integration

Founder, Corporate Development Strategist

2006 to Present

Raney & Associates - *capital market consulting services*

Los Angeles, CA

(<http://raneyassoc.com/services>)

M&A, Private Placements, Brand Awareness, Investor Relations, and Corporate Governance

Marketing and Sales

- Manage lead generation through direct marketing, networks, and ecommerce
- Develop websites, curate content, case studies, newsletters, industry reports and related campaign marketing materials (www.ProAltIR.com/about, <http://www.uplisting.com.cn/下载/>)

Client Management

- As a board member, executive or consultant
- Negotiate service offerings and pricings, budgetary control, and client authorization to engage US professional service providers, regulatory authorities, media and stakeholders
- Modify client business strategies to reflect current industry trends and best practices
- Activity reports measuring strategy execution for share price trading market development, brand awareness, investor awareness, financings and strategic alliances
- Originate, negotiate and manage mergers and acquisitions, private placements, listing hearings, arbitration, litigation and media

Product/Service Development

- Develop skill set via recruit of professional service providers to execute mergers and acquisitions, private placement and proactive alternative investor relations (ProAltIR™) strategies
- US Virtual presence to eliminate costs of physical location for audience engagements

Capital Market Strategy Development

- Monitor globalization of SMEs; collateralization intangible assets, social media marketing, emerging market private equity, microcap investor awareness and SEC oversight
- Apply tactical thought leadership and vision to creating US brand equity

Project Management

- Recruit and manage customized clusters of cross functional teams
- Origination campaigns to source mergers and acquisitions, private placements, joint ventures
- Traditional investor relations campaigns
- Brand awareness through social media, Internet and email marketing
- Customized US websites as interactive message delivery systems for audience engagement

Cases

- Sourcing private equity for \$15 million revenue PRC medical devices distributor
- Sourcing US acquisitions Malaysian private equity
- Expanding ProAltIR target market to ADRs, emerging market portfolios and US microcaps
- Sourcing strategic alliances for anticancer drug Paclitaxel (www.uplistingCHFY.com)
- Launched Uplisting China™ www.uplisting.com.cn and newsletter to educate China on strategies to maximize valuations of US listings, and to enhance PRC marketing
- Create virtual US presence for Amico Games with US website and social media accounts that generated 611,000 Alexa rank, industry media coverage, 328,855 email opens, 3,395 website registrations, 23.5% increase in share price and 2 PIPE proposals
- Closed US listing acquisitions for PRC based Chang-On International, China Forestry and China Health Industries for cash payments in excess of \$1.5 million
- Managed investor relations, corporate development and private placements for Chang-On International, China Forestry, China Health Industries, Xinyinhai Technology and China Mobility (\$2.5 million PIPE)

US Executive and Board of Directors

2003 to 2005

China Cable & Communications - PRC cable TV network

Los Angeles, CA

Acquired US listing to fund State Administration for Radio, Film and Television's (SARFT) license to build national fiber optic network. \$300 million market capitalization investor relations campaign, \$4 million private placement and Forbes interview quote. Origination campaigns in the set-top box, broadcasting, cable technologies, digital content, investment banking and private equity industries that resulted in PRC due diligence. Managed Federal Court litigation, negotiation and settlement.

Vice President Strategic Alliances

2001 to 2003

China Convergent - PRC Cable TV network and set-top box manufacture

Beverly Hills, CA

Opened US subsidiary office to source capital, technology and content for PRC cable network; PRC set-top boxes manufacture; and building a PRC data center and national broadcast platform to control digital cable content distribution. Hired Daniels and Associates, investor relations firms, website developer, SEC attorney, intellectual property litigators and US employees. Managed drafting of litigation and negotiated arbitration settlement. Represented company at NASDAQ listing hearings.

President

1998 to 2000

Raney & Associates – private placements and M&A

Los Angeles, CA

Consultant to Singapore based Hong Leong Group on acquisition of US listing by \$300 million in sales PRC refrigerator manufacture Henan Xinfei.

Partner

1995 to 1997

Millennium Capital Partners – merchant banking for Chinese US listings

Beverly Hills, CA

Originated \$2 million in private placement success fees. CEO issuers include Dave Lockton and Terren Peizer. Investors include Lee Mikles and Mikhail Filimonov. Negotiated approval of strategic investors TCI Cable, NBC and Motorola on \$15 million private placement for Interactive Networks. Managed \$15 million private placement for China Industrial Group, a \$300 million trading company. Restructured private placement investment for hedge fund Genesee International. Acquired US listing for PRC health club Physical Fitness and Spa that facilitated \$7 million investment. Managed first outbound investment of Southwest Products by SunBase Asia (cover story international edition Business Week) for product line growth, geographic expansion, management expertise, technology; and research coverage and a \$10 million private placement from Arnhold & Bleichroeder. Developed pre-IPO strategic investor targets for China.com, which sold 10% pre-IPO stake to target America Online for \$10 million. China presentations to Second Automobile Group.

Vice President

1994 to 1995

Millennium Capital Partners - merchant banking for Chinese US listings

Beverly Hills, CA

Originated acquisition target list of 12 NYSE, AMEX and NASDAQ companies based on share price, liquidity, market capitalization, working capital and revenue growth that resulted in first PRC backdoor listing, a \$20 million acquisition of NASDAQ listed Generation 5 Technology by China Industrial Group, a \$300 million trading company (referenced in Wall Street Journal and Institutional Investor). Private placement success fees in excess of \$1.2 million. Responsible for relationship development of hedge fund managers, and investment due diligence and monitoring.

- \$4 million private placement for non-invasive glucose sensor company BioControls Technology
- \$2.9 million private placement for synthetic material company American Technologies Group
- \$3.5 million private placement, fairness opinion for synthetic material company Urethan Tech
- \$2.5 million private placement for Lone Star Casino

Associate

1993 to 1994

Millennium Capital Partners - *merchant banking for Chinese US listings*
Originated Reg S private placements, closing \$10,000,000 for Interactive Networks

Beverly Hills, CA

Education

University of Michigan, MBA, International Business

Ann Arbor, MI

The Ohio State University, Bachelor of Arts Economics, International Relations

Columbus, OH

Three graduate level economics courses international trade, international finance, and independent study of FDI under department chairman, [Dr. Edward Ray](#), President of Oregon State University

References

Bin Zhou, Attorney, Bernard & Yam, LLP 212- 219-7783, Client SEC Attorney

CM Chan, Director, Biomedic (HK) Ltd 86-139-2225-3668, PRC Partner and Client

Brian Sloan, Sr. VP, Great American Specialty 513-325-6750, Mentor



CAREER AT A GLANCE



Looking for...

Role: Corporate Development Executive
Company: Expanding global brand
Industry: Finance, eCommerce, Manufacturing, Logistics, Healthcare, Cable TV, Pharmaceuticals, Internet
Location: Relocation, or extensive travel

My Strengths ...

global perspective, cross border experience, entrepreneurial, origination, value creation, innovative, integrity, cross functional team leadership

DYNAMIC RESULTS

- Launched** US listings industry, it's leading service brand and outbound acquisitions for China
- Innovated** IR business model with corporate development and brand awareness campaigns
- Created** Solution systems, analytics and education portals
- Noted** SME equity market financing expert

Education...

MBA, Michigan, Ann Arbor, MI
BA Economics, Ohio State, Columbus, OH

Executive Director and Board Advisor

delivering innovated comprehensive systems, solutions, and analytics for creating enterprise value, driving valuation multiples, and collateralizing intangible US assets to maximize total shareholder returns via economic and cultural integration from proven capital market consulting for emerging market SMEs

Speaking Personally ...

Q How has your experience across industries and functions equipped you for M&A?
A. I can instantaneously triangulate target strategies, trends, and competition with brand equity.

Q Why proprietary deal flow?
A. The easiest value to be created is within the existing value chain, where we want to increase a brand's presence and valuation. We look at every participant that could bolster credibility and visibility through corporate development.

Q What's your favorite part of cross border?
A. Micro and macroeconomic value creation. China's been cool, but financing global SMEs is the future, and I think US equity capital markets should have place at the table.

Creating Enterprise Value ...

Thought Leadership	Corporate Development	Solution Analytics	Total Shareholder Returns
<ul style="list-style-type: none"> • SME Capital • Intangible Assets 	<ul style="list-style-type: none"> • Proprietary Deal Flow • M&A, Financing 	<ul style="list-style-type: none"> • Valuations • Brand Equity • Level II Trading 	<ul style="list-style-type: none"> • Equity Markets • Debt Markets