



Todd Tappin

Highly accomplished CFO with over four decades of experience developing comprehensive strategies and designing initial financial and business plans. Extensive experience structuring and positioning companies from startup to profitable public entities. Skilled in the building and operation of finance and legal functions while growing revenue, profitability and value.

Credentials & Expertise

Expertise

- ◆ Mergers & Acquisitions
- ◆ IPOs
- ◆ Due Diligence
- ◆ SOX
- ◆ Business Planning
- ◆ Project Management
- ◆ Capital Raising
- ◆ Accounting

Highlights

- ◆ **BBTV, Inc.**, Chief Financial Officer
- ◆ **TechStyle, Inc.**, President and Chief Financial Officer
- ◆ **The Rubicon Project, Inc.**, Chief Financial Officer and Chief Operating Officer

Education

- ◆ Bachelor of Science in Business Administration, University of Colorado

Industries

- ◆ Apparel
- ◆ Retail
- ◆ Manufacturing
- ◆ Distribution
- ◆ Banking
- ◆ Accounting
- ◆ Entertainment

Achievements

- ◆ Named 2015 CFO of the Year by Los Angeles Business Journal
- ◆ Led 3 successful IPO's
- ◆ Audit Committee Chair of Spin Master (TOY.TO)

Associations & Certifications

- ◆ Audit Committee Chair for Spin Master
- ◆ Advisory Board Member for Vincente Partners

For over 15 years, BGA has proudly filled the gap that often exists between accounting firms striving to maintain independence and their clients. We understand the compliance requirements and needs of our public and private clients. Our unwavering commitment to excellence has enabled us to assist thousands of domestic and international companies with everything from complex M&A transactions to IPOs and technical accounting for financial reporting.



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Experience



BBTV, Inc. ♦ Chief Financial Officer, Strategic Consulting

Chief Financial Officer - 2020 to Present

- ♦ Co-led a successful initial public offering and simultaneous buyout from parent company.
- ♦ Structured financial operations and corporate governance to support public company compliance and regimen.
- ♦ Primary interface with Wall Street analysts, all buy ratings.

Strategic Consulting - 2018 to 2020

- ♦ Provided strategic consulting services to a wide range of clients including private equity firms and operating entities in a variety of industry sectors.



TechStyle, Inc. ♦ President and Chief Financial Officer - 2016 to 2018

- ♦ Responsible for all financial and legal affairs of this leading on-line apparel company (brands: Fabletics, JustFab, Shoedazzle, FabKids).
- ♦ Restructured the finance team, processes and systems to be public company ready.
- ♦ Structured key celebrity/talent agreements.
- ♦ Worked closely with the Board of Directors and CEO to form and determine the strategic direction of the company and built the strategic and operating plans.
- ♦ Improved and restructured debt and other liabilities to secure company's financial health.
- ♦ Created, designed and implemented strategy and financial engineering to achieve shareholder liquidity.



The Rubicon Project, Inc. ♦ Chief Financial Officer and Chief Operating Officer - 2013 to 2016

- ♦ Led a successful initial public offering.
- ♦ Restructured the finance and legal functions to be compliant with public company requirements, including development of exceptional internal controls.
- ♦ Led all investor relations and public communications and successfully directed crisis management situations.
- ♦ Built the FP&A organization to accurately forecast and support public company guidance and analyst requirements.
- ♦ Led the development of enhanced algorithms to improve customer performance and revenue.



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Experience

- ◆ Led and completed acquisitions and related integrations.
- ◆ Assisted the team to more than triple revenue and profitability.
- ◆ Worked with the Board of Directors and CEO to determine the strategic direction of the company.



TrueX, Inc. ◆ Chief Executive Officer – 2010 to 2013

- ◆ Led exponential revenue growth, built world class sales and engineering teams, significantly expanded business development partnerships and established SocialVibe as a market leader in engagement and value exchange advertising.
- ◆ Developed the company's first operational strategic business plan.
- ◆ Company later sold to 21st Century Fox.



The Gores Group ◆ Managing Director – 2009 to 2010

- ◆ Performed financial management of portfolio companies and M&A financial due diligence.
- ◆ Led the acquisition of a \$2.5 billion professional builder supply and distribution company.
- ◆ Co-led a turnaround from \$150 million in negative EBITDA to profitability in one year and secured a \$150 million ABL facility.
- ◆ Led turnaround of a \$200 million CLEC from losses to profitability and substantial improvement in working capital generation.



Helio, Inc. ◆ Chief Financial Officer – 2005 to 2008

- ◆ Led the company to an annual revenue run rate of over \$200 million within two years of being in market.
- ◆ Developed the company's first operational strategic business plan.
- ◆ Developed all financial and administrative infrastructure; including systems and processes, financial reporting capabilities, legal functions, corporate development and strategic analysis, organizational structure, policies, and companywide administrative processes and functions.
- ◆ Negotiated and closed several large business development, content, and vendor agreements.
- ◆ Built a SOX-compliant, public company ready infrastructure within nine months of startup.

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Experience



Overture Services, Inc. ♦ Chief Financial Officer - 1998 to 2003

- ♦ As founding CFO, developed the company's first operational strategic business plan.
- ♦ Led all investor relations and public communications to Wall Street and successfully directed crisis management situations. Developed all financial and administrative infrastructure; including systems and processes, financial reporting capabilities, legal functions, corporate development, investor relations, strategic analysis, organizational structure and companywide administrative processes and functions.
- ♦ Led a successful initial public offering, as well as private equity financing prior to IPO.
- ♦ Completed a successful \$150 million follow on offering.
- ♦ Recognized by Ernst & Young and Price Waterhouse Coopers as having built world-class SOXcompliant processes, systems and organization.
- ♦ Instrumental in the expansion of the company internationally into nine countries.
- ♦ Led and completed several acquisitions.
- ♦ Grew the company from launch to ~1400 people, profitability and over \$1 billion in revenue.
- ♦ Held approval responsibility for all large transactions, agreements and business partnerships.
- ♦ Assisted in the successful litigation of a trademark infringement suit against the Walt Disney Company.
- ♦ Worked with the Board of Directors and CEO to form and determine the strategic direction of the company.
- ♦ In conjunction with the CEO, led the sale of the company to Yahoo! with significant value accretion.



Twentieth Century Fox – News Corporation ♦ Senior Vice-President of Finance – 1992 to 1998

- ♦ Held three simultaneous positions: Senior Vice President of Finance for the Home Video Division; Senior Vice President of Finance for the Interactive Division; and General Manager of Canadian Operations for the Video Division.
- ♦ Instrumental in the evaluation, structuring and execution of several acquisitions ranging from technology companies, television stations, content providers, manufacturers, packaged goods distributors and other major studios.
- ♦ Instrumental in leading the company from a number five market share position to a number two market share position. Re-engineered the division from a three-step distribution model to a direct to retail distribution company and revamped the company's manufacturing and distribution systems and processes.
- ♦ Partnered with division president to re-launch the Fox Interactive division. Within three years we achieved profitability with an operating margin of over 10% and increased the division's product production six-fold.
- ♦ Re-engineered the division's operations (including manufacturing and distribution), sales, and marketing functions and significantly improved market share.



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Experience



MCA/Universal ♦ Director of Finance – 1988 to 1992

- ♦ Led budgeting, financial planning and analysis for the Home Entertainment and Pay Television divisions.

Quotron Systems ♦ Senior Accountant - 1987 to 1988

- ♦ Acted as the 'Controller' for a small software subsidiary called SIS.

Affiliated Bankshares ♦ Senior Auditor - 1986 to 1987

- ♦ Analyzed and audited individual banks for the bank holding company.
- ♦ Reviewed and valued companies to assess the appropriate reserve for loan loss.

Deloitte Haskins & Sells

Deloitte, Haskins and Sells ♦ Senior Auditor - 1984 to 1986

- ♦ Audited various clients for this "Big 8" accounting firm.

Contact Us

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Blythe Global Advisors is headquartered in Southern California with a broad geographic reach across the United States via the BlytheTeam®

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