

HOLLY NELSON

9621 Castle Point Drive
Sarasota, Florida

<http://www.linkedin.com/in/hlnelson>

203-984-0695

hlnelson26@gmail.com

SUMMARY OF QUALIFICATIONS

- Qualified audit committee financial expert with strong business judgment and over 15 years of C-level experience for both public and private companies
 - Actively worked with Audit Committees for 15+ years and presented to Board of Directors for five years with a strong focus on corporate governance activities, integrity, risk management and internal controls
 - Led the initial public offering filing process for JetBlue Airways Corporation and Northwest Airlines, Inc.
 - Extensive experience with rapidly growing entrepreneurial companies with an emphasis on establishing Finance as a business partner that enabled scaling operating costs effectively in periods of high growth
 - Collaborate, senior finance executive with broad experience that ranges from start-up to global billion dollar high-transaction, capital intensive and B-2-C service companies, including KPMG, Nabisco Brands, JetBlue Airways and Virgin America
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BOARD EXPERIENCE

SILVER STAR BRANDS, INC., Oshkosh, Wisconsin, Board member **2019 to Present**

Incorporated in 1990, this direct-to-consumer retailer continues to adapt to the ever-changing consumer buying habits. Total assets were \$60 million and net revenues were \$150 million for 2020.

SOLUTIONZ INNOVATIONS, LLC, Tampa, Florida, Sounding Board member **2019 to Present**

TripProximity™ adds smart trip technology to systems and sites that people use every day while giving back.

PRIVATE COMPANY COUNCIL, Norwalk, Connecticut, Member **2020 to Present**

The PCC is the primary advisory body to the Financial Accounting Standards Board on the establishment of accounting standards for private companies.

STONEBROOK FAIRWAY VERANDAS I ASSN, Sarasota, Florida, Board member **2019 to Present**

Florida not for profit corporation that manages three residential condominium buildings since 1995.

BOYS & GIRLS CLUB of Oshkosh, Wisconsin, Board member **2016 to 2018**

The Boys & Girls Club's mission is to improve the lives of children ages 6 to 18 years old and their families. The 501(c)(3) organization was founded in 1968, serves over 500 children and had a budget of \$2 million.

EXPLORING NEW HORIZONS OUTDOOR SCHOOLS, Board member and Treasurer **2012 to 2016**

Established in 1979, this non-profit provides residential education annually to over 8,000 K-8 students at three locations in northern California through direct contact with the outdoors and curriculum tied to state and national educational standards. Annual budget during tenure was \$2.5 million.

PROFESSIONAL EXPERIENCE and ACCOMPLISHMENTS

SILVER STAR BRANDS, INC., Oshkosh, Wisconsin **2015 to 2019**

Formerly known as Miles Kimball Company, Silver Star is a privately owned, multi-channel retailer of general merchandise, health and wellness, beauty and food products sold throughout the United States.

Chief Financial Officer

Lead the company's Finance function and oversaw legal operations.

- Supported two changes in control within six weeks and implemented new Finance team and plan
- Transitioned all corporate functions to Oshkosh within three months of second ownership change
- Negotiated and closed a new working capital revolver to provide liquidity

FRONTIER AIRLINES, INC., Denver, Colorado **2013 to 2015**

Frontier is an ultra-low-cost carrier owned privately owned by Indigo Partners, LLC. In 2013, it was spun off by Republic Airways Holdings and re-established its full operations in Denver. The company serves over 100 destinations with a fleet of over 100 aircraft and 3,500 employees.

Chief Accounting Officer

Directed the company's Accounting and Treasury functions, including establishing the functions in Denver.

- Led Finance and Legal operations from change in control until the new executive team was in place
- Implemented new accounting system three months after change in control
- Tripled the Company's liquidity via various initiatives, including reduction of its credit card holdback

AIRCRAFT TECHNICAL PUBLISHERS, Brisbane, California **2012 to 2013**

ATP is a global knowledge services company providing safety and compliance information for the general aviation market. Family-owned for 40 years, it was acquired by ParkerGale Capital, LP in 2015.

Chief Financial Officer

Managed the company's Finance and Human Resources functions, responsible for all accounting and reporting, treasury, financial planning and corporate governance for family-owned Subchapter S corporation.

- Improved the internal control systems and reporting over manufacturer royalty reporting
- Developed comprehensive monthly financial reporting, including non-financial metrics

VIRGIN AMERICA INC., Burlingame, California **2009 to 2011**

Virgin America was founded by the Virgin Group in 2004 and brought in US private equity investors in 2005. The \$1.5 billion low-fare airline went public in 2014 and was sold to Alaska Air Group in 2016. (NASDAQ:VX)

Senior Vice President & Chief Financial Officer

Re-established privately held company in the financial markets to facilitate capacity growth of 89% over two years and prepared the Finance team to be ready for the public markets.

- Improved working capital by \$18 million by establishing trust with key business partners
- Reviewed all contracts and amendments which resulted in six-figure cost savings
- Obtained \$68 million in capital and assisted in drafting of the closing documents and issue resolution
- Generated \$1.3 billion of lease financing that facilitated near-term growth
- Led the negotiating team for the \$5.1 billion purchase of 60 new aircraft resulting in market credibility

XOJET, INC., Brisbane, California

2008 to 2009

Now known as XO Global LLC, XO is an on demand private aviation company owned by Vista Global Holding, a Dubai-based holding company.

Senior Vice President Finance & Controller

Appointed acting CFO in August 2008 for TPG-backed, privately held company. Directed the 2009 financial plan and both the Finance and Audit Committee meetings and provided the financial update to the Board.

- Orchestrated the successful efforts to obtain a 67% reduction of property taxes
- Achieved 28% cost reduction of SG&A spend to enable financial viability

EOS AIRLINES, INC., Purchase, New York

2007 to 2008

EOS was an all-business class airline founded in 2004 to provide a unique experience to business travelers between New York's JFK airport and London Stansted airport. Due to industry-high aircraft fuel prices, EOS filed bankruptcy and ceased operations in April 2008.

Vice President Finance & Controller

Oversaw company's Control function, responsible for all accounting and reporting functions, corporate governance and procurement for private equity funded company.

- Played a key role in obtaining \$50 million of capital in August 2007 needed to fund the business
- Directed the initial Chapter 11 filings and proceedings to meet the required filing deadlines

JETBLUE AIRWAYS CORPORATION, Darien, Connecticut

2001 to 2007

The company, known as jetBlue, is a low-cost carrier and is the sixth largest passenger airline in the U.S. JetBlue has over 260 aircraft and 22,000 crewmembers serving over 100 destinations. (NASDAQ:JBLU)

Senior Vice President, Controller & Chief Accounting Officer

Grew the company's Finance function from 8 to 77 crewmembers and supported the company's growth from a \$118 million privately held company to a \$2.36 billion public company.

- Ensured the timely and accurate filing of the Company's \$158 million initial public offering
- Successfully completed the first Sarbanes-Oxley internal control attestation
- Managed and organized the quarterly Audit Committee and Disclosure Committee meetings
- Provided oversight and guidance for the \$80 million acquisition of LiveTV, LLC

EARLY CAREER EXPERIENCE

NORTHWEST AIRLINES, INC., Eagan, Minnesota, Director of Corporate Accounting and Reporting

NABISCO BRANDS, INC., Minneapolis Minnesota, Hot Cereal Plant, Manager of General Accounting

KPMG LLP, St. Paul, Minnesota, Audit Supervising Senior and Computer Audit Specialist

EDUCATION

Bachelor of Business Administration in Comprehensive Public Accounting

University of Wisconsin-Eau Claire, Eau Claire, Wisconsin

Graduated Magna Cum Laude and voted 1998 Beta Alpha Psi Outstanding Alumnus

Certified Public Accountant in Minnesota

AICPA Chartered Global Management Accountant (CGMA)

CITIZENSHIP

USA