

# Bruce Read is ...

An American, entrepreneur, business performance advisor, financial and operational improvement specialist.

He has spent the last 40 years fully invested in supporting the success of earlier stage growth companies.

Over the last four decades, Bruce has, in various engagements, acted as Chief Financial Officer, General Manager, investor, shareholder and Chief Strategy Officer in a multitude of industries, in the U.S., Europe and South America.

Bruce has cultivated successes of business owner's and their key employees by developing and implementing strategic plans and goals, financial systems improvement, funding strategies and capital development, leadership and team training, real estate holdings and facilities development, enterprise resource planning and overall business positioning.

Mr. Read's track record includes dramatically increasing gross annual sales of small businesses and increasing client company/business valuations from \$150,000 to \$20,000,000.

Currently, in addition to his client associations, he co-leads a business research & think tank located in Sonoma County California focused on developing specialized resources for smaller and emerging growth companies.

30 plus years as a strategic partner and business growth specialist; developing capital; strategizing growth; promoting businesses; transforming results within a business advisory firm.

Experienced in all levels of consulting management addressing service businesses, the professions, retail, and manufacturing.

Proven successful track record in exponential revenue growth of smaller start up and emerging entrepreneurial enterprises

Bruce lives in Pacific Beach, California with his wife and long-time business partner Sherryl.



Bruce Read  
Business Performance Specialist

Engagements

Extensive Background

Business Increases

Proven Track Record

Advisory Leadership

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*Strive not to be a success, but rather to be of value*

*~ Albert Einstein*

