

# RICK SEEHAUSEN

Denver, CO | 303.906.7484 | rick@rickseehausen.com | [www.linkedin.com/in/seehausen/](http://www.linkedin.com/in/seehausen/)

[www.rickseehausen.com](http://www.rickseehausen.com)

## EXECUTIVE LEADER / STRATEGIC ADVISOR / BOARD MEMBER

Experienced founder and CEO optimizing private companies' performance through strategic planning, organizational design, and corporate development. Proven track record in driving innovation, fostering high-performing teams, and navigating successful M&A initiatives. Skilled in relationship development, process improvement, and deal negotiation.

### AREAS OF EXPERTISE

Strategic Planning | Organizational Design | Corporate Development | Team Leadership  
Succession Planning | Relationship Development | Process Improvement | Deal Negotiation

### PROFESSIONAL EXPERIENCE

#### MAXWELL LABS, INC.

*Tech forward financial services company*

#### Independent Board Director

02/2024 - PRESENT

#### CALTERRA CAPITAL, Mercer Island, WA

*Boutique Private Investment Firm*

#### Principal

Directly collaborate with portfolio companies to enhance operational performance and profitability. Provide leadership in strategic planning, growth initiatives, organizational design, and M&A.

01/2023 – 02/2024

#### LAURAMAC, a Calterra Company

*Provider of SaaS transaction management technology to Financial Institutions and Service Providers*

#### Board Advisor / Chief Strategy Officer

- Developed a new pricing strategy, driving revenue growth through greater adoption in a declining market.
- Led multi-million-dollar engagements, solidifying LauraMac as a premier platform.
- Architected a comprehensive multi-year product and growth strategy.

#### FORTA, a Calterra Company

*Provider of SaaS technology to Warehouse Lenders*

#### Board Advisor

- Advised SaaS start-up, contributing to key hires and industry introductions.

#### CHERRY CREEK HOLDINGS / CHERRY CREEK MORTGAGE, Greater Denver, CO

*Top 50 national retail and wholesale mortgage lender with affiliated businesses in real estate brokerage, property and casualty insurance, and builder joint ventures*

#### Vice Chairman, President and Chief Operating Officer

- Oversaw the divestment of the founding capital partner, resulting in competitive offers from financial sponsors and strategic investors. Successfully concluded with a founder-led buyout.
- Led the acquisition of a national real estate brokerage to anchor a tech-forward housing ecosystem covering real estate, mortgage, P&C (start-up), and settlement (start-up).
- Established and directed a shared services organization overseeing corporate functions, including operations, compliance, marketing, technology, finance, accounting, legal, and human resources.

03/2019 – 01/2024

- Supported multiple business lines and more than 2,000 employees. Recruited top talent in senior leadership positions to ensure maximum execution.
- Led the successful divestiture of Cherry Creek and its holdings.

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### **INDEPENDENT CONSULTANT, Greater Denver, CO**

**01/2018 – Present**

*Provider of strategic advisory services to multiple companies*

#### **Strategic Advisor/Board Director/Board Advisor**

- Consulted on strategic development, M&A, organizational structure, and capital efficiency.
- Led the divestiture of a technical product line to a Fortune 500 company.

### **LENDERLIVE, Denver, CO**

**07/1999 – 12/2017**

*Top 50 service provider to financial institutions nationwide*

#### **Founder, President and CEO, Vice Chairman**

- Formulated company vision and growth strategy, overseeing all aspects, including sales, marketing, operations, technology, finance, accounting, and compliance.
- Architected organizational design, maximizing operating performance and positioning the company for market share growth.
- Dominated market share in critical vendor roles to financial institutions with innovative offerings.
- Orchestrated balanced organic growth and M&A strategies, expanding annual sales to \$120MM+ and managing 1,000+ associates.
- Engineered the landmark acquisition of Guardian Mortgage Documents in 2008, adding 10x the purchase price to LenderLive's value within 12 months.
- Led strategic investments in five platforms during the recovering economy (2011-2015), growing market share among loan servicers from 10% to over 70% through a mix of organic growth and M&A.
- Negotiated complex service agreements as a critical vendor with leading banks, credit unions, and investment banks.
- Solidified the company's position as a premier provider of private label fulfillment services through the acquisition of PHH's private label services operations.
- Restructured company into two operating divisions with diversified offerings, maximizing operating performance and positioning the company for growth while balancing market cyclicality.
- Successfully divested founding shareholders, leading to a sale to Aquiline Capital Partners in 2015 achieving over a fivefold return on invested capital.

### **PRIOR EXPERIENCE**

1996 to 1999 - Founder, CEO, Chairman - Preserv Financial, Inc., Denver, CO

1985 to 1995 - Management positions with nationally recognized corporations, including Citicorp, Mortgage Plus Incorporated, FirstPlus Financial, and City National Bank

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### **EDUCATION**

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TEXAS TECH UNIVERSITY, Lubbock, TX

**Bachelor of Science (BS) International Economics**

Curriculum emphasis in business, finance and accounting