



TIMOTHY BROADHEAD

CONTACT

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EDUCATION

Bachelor's Degree

San Diego State University
B.S. - Business
Administration/Accounting
December 1993

Certification

Certified Public Accountant –
California (currently in-active)

REFERENCES

Available upon request

PROFESSIONAL OVERVIEW

Results oriented executive with a proven success of facilitating profitable growth by building synergy between finance, operations, sales and marketing. Proven track record of developing and implementing financial and operational systems and controls that improve profits and cash flow, drive and support significant sales growth, improve operational efficiencies, as well as turn-around and distressed operations experience. Over 30 years of experience with a unique combination of public accounting, private company operating executive, private equity operating partner, and business owner. Key competencies include profit improvement, financial and strategic planning, raising equity and debt financing, M&A due diligence, deal flow evaluation, sales and marketing, processes and controls, P&L and cash flow management, SEC reporting, financial planning and reporting, M&A, leveraged recaps, and operations management.

WORK EXPERIENCE

MCBx2

Financial & Accounting Consulting

Encinitas, CA.

2021-Present

Consulting company providing financial and executive services to small and middle market companies. Recent projects for CFO/COO consulting services for Private Equity firms and small-medium sized businesses on a full time and fractional basis.

Key accomplishments included:

- Assisted various businesses in raising several \$100mm in growth capital.
- Advised and managed M&A transactions through successful completion.
- Improved cashflow and EBITDA while driving sales growth for clients.
- Reduced cost of capital/debt service cost through refinancing/restructuring.
- Significantly improved DSO and DPO for clients.
- Implemented consistent and timely bank, board and investor reporting.
- Improved gross margins and OPEX leverage for every business I have consulted with.

**Indian Motorcycle of San Diego
President & CEO**

**San Diego, CA.
2018 -2024**

Business owner for boutique style dealership with a heavy focus on customer experience and creating lifetime value.

Key accomplishments included:

- Grew sales 20% in 2021 over 2020, despite inventory levels being down 80+%.
- Since inception sales have grown \$0 to \$7.2mm in 3 ½ years.
- Major Unit Sales Gross Profit % grew approximately 300 basis points in 2021.
- Parts Department Gross Profit % grew 190 basis points and 710 basis points.
- Finance penetration rates for all backend products were significantly above industry benchmarks.
- Rental Department was the #1 in the nation amongst all Indian Motorcycle dealers.
- Started selling E-Bikes in 2019; sales from 2019-2021 have grown by 4,750%.
- We were voted Best Motorcycle Shop in San Diego in 2020 and 2024 and we beat out dealerships that were well established and much larger than ours.
- Our average rating on Google is 4.9 out of 5.0; on Facebook 5.0 out of 5.0 and a NPS Score each year between 95-100 out of 100. The average reviews for dealerships in are 3.5-4.0 and the NPS average is 70.

**Steelpoint Capital Partners
Managing Director & Chief Financial Officer**

**Solana Beach, CA.
2007 -2020**

A \$500mm+ private equity fund that mainly invested in growing consumer companies in the health, wellness, and fitness sectors; software and technology; and communications. We partnered with companies that possess authentic brands and clear opportunities for growth, mostly around the consumer and technology sectors. Key successful investments included prAna, Greatcall, SKLZ, EAS, Naked Juice, Boingo Wireless, Masimo, and Acorns. Responsible for all finance, administration, HR, IT, acquisition due diligence, deal flow and portfolio investment management and legal. Key decision maker on all investment decisions and served on several boards of our investments.

Key accomplishments included:

- Returned a gross IRR over 9% during a tough period for PE funds.
- Successful raised follow-on capital of ~20% of initial investment.
- Developed first ever due diligence process that helped improve our investment returns and reduce poor performing investments or write-offs.
- SEC registered entity and responsible for all SEC reporting requirements. Managed a successful SEC audit during the implementation of Dodd-Frank.
- Responsible for improving free cash flow, balance sheet performance, debt and equity raising, and operational improvements for key selected investments.

SKLZ, Pro Performance Sports
Chief Financial Officer & Board Member

Carlsbad, CA.
2014-2017

SKLZ, a multi-channel, consumer products company focused on sports training products with distribution in brick & mortar retail, digital/online, international and direct to consumer. Responsible for all finance, all operations, customer service, administration, HR, IT and legal.

Key accomplishments included:

- Improved gross margins by 440 basis points by improved sourcing, raw material management, logistics improvements, removing low margin non growth sku's from the product line, and going factory direct.
- Reduced OPEX by \$7mm over the last 2 years by implementing key policies and procedures around expenditures and ROI analysis on spend.
- Improved EBITDA margins 773 basis points over the last 2 years by reducing non-effective spend and increasing employee productivity.
- Implemented best in class reporting, metrics and benchmark analytics
- Improved SKU efficiency and reduced SKU count in half by reducing non-performing & non-strategic SKU's; made possible due to the implementation of SKU level reporting.
- Successfully raised \$15mm working capital line of credit and reduced the cost of capital in half; successfully raised \$5mm in equity to assist company's direct sales investment.
- Key balance sheet and working capital improvements attained by reducing debt by \$12mm; improved DSOs by 12 days; and inventory turn improvement by 120%.
- Key contributor in developing a direct to consumer and institutional business from scratch to 10% of the business in less than 2 years.
- Improved key customer service benchmarks to industry leading standards.

Personnel Concepts
Chief Financial Officer & Chief Operating Officer

Pomona, CA.
2003-2007

Tachyon, Inc.
Vice President of Finance & Administration

San Diego, CA.
2001-2003

The Stichler Group, Inc.
Chief Financial Officer, Treasurer & Board Member

San Diego, CA.
1999-2001

Deloitte & Touche
Manager, Assurance & Advisory Services

San Diego, CA.
1994-1999

Personal

Board Member for nonprofit organizations and volunteer with various charities. I enjoy sports, staying active and fit, surfing, golf, spending time with family, being outdoors, volunteering with various charities and living an active and healthy lifestyle.