

Bryan Shobe

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Summary

Mr. Shobe is the former CFO of AFF Installations (AFF) and Jump Wireless Caribbean. He was brought in by its founder and CEO/Founder Frantz Morency to assist with the expansion efforts into the Caribbean, putting together the funding for the expansion, upgrading AFF's accounting programs and controls, establish relations with banking entities, explore cost saving strategies and to manage the financial aspect of AFF's rapid growth in the United States. Mr. Shobe is also serving as CFO of CaseLess a Parole Tracking App, Sand Key Caribbean Developers and Nova Sila an alternative energy company.

My prior business experience includes working in the investment field, private banking, numerous entrepreneurial projects and business consulting. During my career, he has been able to solve issues facing companies experiencing rapid growth or financial problems. During my career Mr. Shobe has been CEO of company in the pet industry and a second company in the veterinary field. He also spent a year consulting in Japan regarding a major pet chain launch.

Experience

Chief Financial Officer

Sand Key Caribbean Developers

Nov 2019 - Present (3 years +)

Sand Key Caribbean Developers are working with island land holders to be able to fully develop their land holding and maximize their profit potential. To often Caribbean islanders have sold their land to off island developers and did not maximize the profits they could have if they participated in the development.

Sand Key Caribbean Developers is working with a team that includes a strong island background compined with team members that have access to capital off islands.

CEO & Founder

Youth Sports Network

Dec 2010 - Present (11 years 11 months +)

Youth Sports Network publishes stories regarding topics on youth sports. The idea is to promote youth sports in a positive atmosphere and to allow younger athletes to promote their stores on-line. Currently we operate several Facebook sites for youth sports in the areas of Baseball, Football, Basketball, Volleyball, Golf, Tennis, Swimming, etc. The next goal is to add purchase opportunities for items revolving around the young person sports teams and picture memories.

The sites continue to publish a limited number of stories, but even though they are followed by 1,000s of followers, the sites have failed to reach critical mass.

Financial Services Consultant

Shobe Consulting

Dec 2013 - Present (8 years 11 months +)

Mr. Shobe consulted with several companies ranging from a start-up organic dog food company, start-up commercial and residential cleaning company, start-up youth sports training company and various troubled retail and service companies. Responsibilities included assisting in operation, growth strategies, on-line marketing strategies, funding options and worked with turn-around businesses that were near closing.

All of the start-up companies I worked with continue to grow and prosper to this time, although in all cases my assignment have concluded years ago. The distressed retailers and service companies have all closed. I was able to assist them in increasing their sales and in one case increased sales to the level of profitability. However, they were all too far behind with their payables and other liabilities, to continue to operate without additional new capital. None of the firms were able to acquire additional funding and some had deep partnership problems that could not be worked out. One of the companies he worked with, Mr. Shobe helped triple sales, had unrealistic partners that could no longer work together to provide need funding to retire the prior debts of the operation.

Chief Financial Officer

CaseLess

Sep 2019 - Sep 2022 (3 years 1 month)

CaseLess is a APP using facial recognition software, other identifying tasks and GPS tracking to identify locations of people at work, home or school. This app can be used within the Parolee system, construction, military and family for being sure someone is where they are suppose to be.

Chief Financial Officer - CFO

AFF Instations

Jan 2019 - Sep 2022 (3 years 9 months)

Mr. Shobe was appointed CFO to assist AFF Installations (AFF) and its founder and CEO/Founder Frantz Morency with its expansion efforts into the Caribbean, the funding of that expansion, upgrading AFF's accounting programs and controls, establish relations with banking entities, explore cost saving strategies and to manage the financial aspect of AFF's rapid growth in the United States. He is currently, leading AFF's effort to acquire funding for the Caribbean Smart Island expansion.

Real Estate Agent

JBGoodwin REALTORS

Mar 2018 - Feb 2020 (2 years)

During his tenure at JB Goodwin, Mr. Shobe focused on residential, income properties, raw land development opportunities and founded a partnership called Real Estate + Credit Professionals. The partnership focuses on putting together a team of professionals that has knowledge with Real Estate, numerous recognized mortgage experts that bring different types of strengths to each deal, insurance professionals, student loan forgiveness experts, legal experts and credit improvement groups.

He founded numerous social media sites on Facebook (7 sites - 1 Spanish), Twitter, Instagram, Pinterest, three Websites (Real Estate, Credit & Spanish Credit) and two You Tube Channel featuring both English and Spanish videos regarding real estate, mortgages and credit.

CEO, CFO, COO & Founder

Apr 1997 - May 2014 (17 years 2 months)

Mr. Shobe was the sole founder of PawsPlus. Mr. Shobe supervised the expansion from a 4 veterinary hospital chain to a chain operating mobile vaccine clinics in over 500 locations in 17 states for PETCO, Pet Supermarket and Tractor Supply. He negotiated acquisition of competitor that expanded operations of PawsPlus from West Coast operations to the East Coast and added two new supply channels for our mobile clinics.

Negotiated a national contract with 1,000+ retail chain (Tractor Supply) adding a third major channel for PawsPlus vaccine clinics. He also oversaw the launch and development of \$1 million plus E-commerce business and \$10 million veterinary product wholesale business. During his period with Paws Plus he acted as CEO, CFO and COO for the company.

Athletic Director

Apr 2013 - Apr 2014 (1 year 1 month)

Mr. Shobe worked with the founder (Eddie Spears) to launch a new concept Private High School in Bradenton, FL. The concept of the school, was offering top end sports training and development of student athletics in a faith based environment. Mr. Shobe was able to get the school chartered and sports teams authorized in only 4 months with the State of Florida. The school accepted its first students in September of 2013 and fielded a baseball team.

After conducting the start-up period for the school with the state of Florida, he became the Athletic Director for the school. Mr. Shobe and his coaching staff were able to recruit the schools initial student athletes and field a Baseball team to play fall ball. As proof of his concepts the Baseball team won 90% of their games in the Spring season. When Mr. Shobe contract came up for renewal, he and the owner decided that the owner wanted to go a direction that Mr. Shobe was unwilling to associate his name with and to recruit new student athletes for the program.

CEO, CFO, COO & Founder

Pet Metro

Apr 1992 - Mar 1995 (3 years)

Mr. Shobe founded Pet Metro, an entertainment-based pet stores averaging 25,000 sq. ft. stores that featured a zoo like appearance in the live animal department and a warehouse look in the pet food/ supplies departments of the stores. He introduced the concept of having a veterinary hospital located inside the pet store. The chain grew from one location launched in Riverside in 1993 to a 5-store chain in less than three years with annual sales of over \$16.5 million. The chain was sold to PETCO.

Vice President Private Banking

The Boston Company Asset Management

Jan 1989 - May 1992 (3 years 5 months)

During an expansion effort into the California market by The Boston Company (Owned by American Express) Mr. Shobe was recruited to become a Vice President of Private Banking. His role with the bank was to manage high net-worth individuals and to solicit new business for the bank in the areas of deposits, assets management, trust service and jumbo mortgages. During his time at the bank, Mr. Shobe was the highest revenue producer out of the four office in California and worked with many high-profile clients in the entertainment and real estate development areas.

While with The Boston company he earned his CFP (Certified Financial Planner) certificate. Mr. Shobe completed the course in one year, by challenging the two-year course and passing all the tests on the 1st attempt. He left the company when they offered packages to most of the staff as they shrunk the operations to bare bones.

Education



Fort Lewis College

Business Administration and Management, General

1971 - 1973



Alamo Heights High School

High School, General Studies

1967 - 1971

Licenses & Certifications



Certified Financial Planner

Skills

Wealth Management • Start-ups • Marketing Strategy • Social Media Marketing • Leadership • Business Strategy • Strategic Planning • Team Building • Public Speaking • Coaching