

# YARON GOLDMAN

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## CEO/COO/CFO/EXPERT WITNESS

Performance-driven executive with 20+ years of experience in the restaurant and hospitality industries. Expertise includes finance, operational management, and real estate development. Possesses a successful track record of cultivating sustainable relationships and driving organizational growth. Adept at exceeding revenue targets and rapidly achieving business growth while promoting a positive culture in fast-paced work environments.

### CORE COMPETENCIES

Operational Due Diligence  
Mergers and Acquisitions  
Capital Raises

Financial Analysis  
Budgeting / Forecasting  
Leadership Development

Business Management  
Risk Management  
Strategic Planning

### PROFESSIONAL EXPERIENCE

#### THE FINALLY RESTAURANT GROUP CEO

BOZEMAN, MT  
SEPT 2020- PRESENT

- Oversee four different brands with a \$90mm+ budget for 21 restaurants comprised of ~1000+ employees across five states
- Reengineered the menus in all brands to lower food cost and improve labor while increasing ticket average, sales, and increasing table turns
- Introduced new marketing plans and budgeting processes to help streamline the business and achieved record sales and profits
- Negotiated new MDA and managed supply chain for all brands
- Implemented a guest survey program and employee survey program to increase moral and gather guest data
- Managing COVID-19 guest and employee related issues and despite labor shortages were able to keep all normal operating hours
- Developed and opened five new restaurants and have built a pipeline of four additional units through the end of 2024
- Revamped new unit training plan as well as existing location front line and management training program using technology to speed up and improve training
- Increased SLEBITDA by 50% in my first full year as the CEO
- Using digital marketing developed a one of a kind in the industry subscription-based loyalty program that has an annual revenue of over \$100,000 per location

#### Ascension Consulting Group LLC Owner / Expert Witness

Loveland, CO  
May 2024- Present

- Was engaged by Aetius Private Equity group to do a formal valuation of their investment in Wild Wing Café for the their bankruptcy case and dispute with their creditors.
- I prepared an informal and formal valuation report and am engaged to testify in court in late August of 2024 regarding that report and the valuation of that business.

#### SD HOLDINGS CEO

CHARLOTTE, NC  
1999 – MAY 2020

SD Holdings is a restaurant franchising company that was founded in 1999 and operates four brands with 150+ units across seven states

#### OPERATIONS

- Oversaw a \$200M budget for 150+ restaurants (four brands) comprised of ~2000+ employees in 11 states
- Achieved positive sales growth (18 out of 20 years) due to operational excellence and high efficiency
- Built a senior leadership team (15+ personnel) over a 15-year span while ensuring maximized productivity
- Dealt with regulatory and taxing authorities across 13 states to ensure adherence to compliance
- Implemented POS system changes and PCI compliance across all brands

## **FINANCE / M&A**

- Acquired and sold \$100M+ in various brands in several separate transactions across the United States
- Collaborated with private equity firms, banks, angel investors, developers, franchisors, and franchisees
- Managed sale leaseback processes of 60+ units throughout multiple transactions
- Facilitated quarterly meetings with Board of Director to present reports

## **MARKETING**

- Managed \$1M - \$2M+ marketing campaigns, including NFL and NBA sponsorships
- Oversaw new product rollouts (promotional offers, services) across all brands throughout 100+unit
- Presented at 10+ industry conferences across the country and in the United Kingdom

## **DEVELOPMENT / REAL ESTATE**

- Developed 70+ de novo units over a 20-year span, managed full cycle development operations
- Built the business from one McAlister's Deli location in 1999 to 150+ units across four brands in ten states
- **Brands:** Sonic, MOD Pizza, Fuzzy's Taco Shop, McAlister's Deli

## **Awards/Recognitions**

- Multi-Year Franchisee of the Year
- Multi-Unit Franchise Conference Board Member
- Sonic Games 2017/2019 Gold Winner 2018 Silver
- McAlister's Deli President's Circle Award Winner

## **EDUCATION**

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University of North Carolina, Charlotte, *Master of Business Administration*

University of Alabama, *Bachelor of Science: Finance*

