

Ronald L. Reynolds
Principal

PROFESSIONAL SUMMARY

Ron Reynolds has over 25 years of progressive financial, operations, venture & family office experience in multiple industries and countries, focused on growing and/or realizing enterprise value within the organization, and currently serving as Chief Operating Officer at Farid's Family of Companies (Incredible Edibles, Edible Arrangements, Netsolace, Naranga, Berry Direct, BroadPeak Technologies), along with advising on an interim CFO role within a \$100 plus 32-unit casual dining restaurant on behalf of the lenders.

Ron is a fiduciary-oriented Executive Leader (COO/CFO/M&A) rooted in measured corporate governance coupled with entrepreneurial vigor to drive metric-driven outcomes. He brings vital emotional intelligence, world-class problem solving, and a partnering leadership style honed from a career of senior executive roles between the US, UK, and India. His experiences span technology companies, Quick Service Restaurant (QSR), family offices, professional services, Urban Controlled Environment Agriculture (CEA), outsourced business services, and Consumer packaged goods (CPG) development.

Ron holds a Bachelor of Science degree from Florida A&M University, an MBA in Business from Northwestern University, Kellogg School of Management.

PROFESSIONAL BIOGRAPHY

CAREER EXPERIENCE

ARETÉ HOLDINGS, LLC / THE ARETÉ GROUP <i>Principal</i>	New York, NY / Park City, UT 6/21 – Present
FARIDS & CO., LLC <i>Chief Operating Officer</i>	Atlanta, GA 2019 - Present
DAYRIVER <i>Founder/Managing Partner</i>	Weston, CT 2014-2019
BLenheim CHALCOT <i>Partner/Commercial Director</i>	London, UK 2007 – 2014
XANSA <i>Chief Financial Officer</i>	New York City, NY/London, UK 2004-2007

SELECT INTERIM MANAGEMENT / TURNAROUND ADVISORY EXPERIENCE

BLACK ANGUS STEAKHOUSE – Interim Chief Financial Officer	2020 - Present
CORPORATEPAY – Chief Financial Officer	2009 - 2010
RAJASTHAN ROYAL CRICKET TEAM - Chief Financial Officer	2008 - 2009

EDUCATION/CERTIFICATIONS

Northwestern University – <i>Chicago, IL</i> <i>M.B.A., Kellogg School of Management</i>	2003
Florida A&M University – <i>Tallahassee, FL</i> <i>Bachelor of Science</i>	1992
GE Financial Management Program (FMP) <i>Graduation with Honors</i>	1993-1995

* References Available Upon Request *