

**Expertise and passion in helping CEOs / Presidents and owners
achieve superior results -- faster growth, higher profits, stronger cash flow.**

Eric Rucinski is a strategy, corporate development, and finance expert. He is a trusted senior advisor to top executives, board members, and investors. Eric has had a 25+ year career of high-impact roles in public and private companies, creating value across a broad spectrum of industries throughout the United States and internationally. He delivers an immediate impact, exceptional results, and strong return on investment by making Fortune 500 expertise accessible to small, medium, and large businesses on a flexible, cost-effective basis.

AREAS OF EXPERTISE

- Cash flow / valuation modeling
- Financial analysis
- Identifying hidden opportunities
- Strategic planning
- Corporate development
- Negotiations
- Investment decisions
- Capital structure
- Mergers & acquisitions
- Special projects

EXPERIENCE

- The Wendy's Company
- The Scotts Miracle-Gro Company
- Limited Brands
- Borden Capital
- Salomon Smith Barney / Citicorp

EDUCATION

- Boston College (1998)
 - School of management
 - Finance and economics
 - Ranked #1 in class

UNIQUE ABILITY TO CREATE VALUE

- Innovative, visionary change agent and strategic thought leader who challenges the status quo, reengineers processes, creates order from chaos, creatively solves complicated problems, and instills an entrepreneurial ethos
- Versatile, disciplined thinker who provides objective, fact-based analysis that helps turn goals into successful outcomes
- Highly valued for expertise developing corporate vision / strategy and translating objectives into actionable plans. Ability to conceptualize strategic aspects of opportunities, identify key value drivers, and quantify economic impacts
- Demonstrated ability to build trusted relationships and influence throughout and across organizations
- Recognized as the go-to person for top executives and owners when results matter
- Wall Street experience combined with proven strategic, business, financial, and interpersonal skills
- Distinguished track record at diverse employers: global investment bank, private-equity-owned conglomerate, Fortune 500 retailer, global consumer-packaged-goods company, and leading quick-service restaurant company