

# JEFFREY K. LABRUM

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## Experienced Finance and Operations Executive

**Operational and Financial Executive** with 25+ years of financial and significant operational experience with extensive focus on cash flows, best practices and operations management. Extensive experience directing all areas of accounting, corporate finance, strategy, budgeting, forecasting, internal and external audit, and financial reporting. Excellent communication skills and ability to interface directly with boards, investors, and partners. Significant operational experience in administration, contract negotiation, operations, software development, sales and marketing, facility management, and human resources. A highly motivated, results-oriented, versatile executive able to prioritize strategic initiatives and solve problems. Highlights include:

- Founded, targeted and sold Company to a Publicly Traded Company
- Successfully raised over \$25,000,000 for start-up ventures.
- Growth minded, with short and long-term strategic planning and financial strategy alignment.
- Effective Board communication, relationships and management
- Cost management, cost reduction, and successful turnarounds
- Thorough understanding of GAAP accounting and SEC reporting with Big 4 experience.
- Managed capital budgets and projects ranging from \$1,000,000 to \$50,000,000.
- Consistently awarded the highest performance rating of “exceeds expectations”.
- Successful merger and acquisition experience including the spin-off of a \$20,000,000 division.

**“Jeff is a talented finance executive with expertise that extends far beyond numbers.”**

- Robert Vandenberg, President & CEO, Lingotek, Inc.

**“Jeff is one of the most remarkable people I have ever had the privilege to work with or for. His style is a brilliant mixture of trust and accountability, humility and inquisitiveness, drive and understanding.”**

- Nick Ramond, Chief Technology Officer, Lingotek, Inc.

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## PROFESSIONAL EXPERIENCE

### **Straker Group (ASX: STG)**

**February 2021 to Present**

*Public Translation & Technology Company (New Zealand)*

#### **General Manager, United States**

- Complete oversight and responsibility of the US Business Unit, driving sales and marketing efforts, managing services, customer success, technology teams, managing budgets and projections, hiring and training, mentoring and accountable for all profit, loss, and operational success of the business unit.

### **Lingotek, Inc.**

**January 2006 to January 2021**

*Web-based translation software start-up (SaaS)*

#### **Founder/Chief Executive Officer**

**2018 - 2021**

- Responsible for a new strategic direction, execution of the plan, acquisition of additional funding, and ultimate sell of the business to the Straker Group, a public company traded on the Australian Stock Exchange.

#### **Founder/Chief Financial Officer**

**2006 - 2017**

- Systems implementation and process improvement driven, taking advantage of cutting edge technologies and efficiencies in finance, accounting, and throughout the organization.
- Accountability and management and oversight for all company costs, budgets and cash flow.
- Created the company's current and long-term financial strategy and budgets.
- Raised \$4,000,000 in Angel and Venture Capital funds to launch the initial business model.
- Responsible for all financial statement reporting and external communication with banking institutions and the company Board of Directors.
- Responsible for development, implementation and management of Company stock option plan, deferred benefits, and executive employment agreements.

- Work hand in hand with sales and marketing evaluating and developing sales strategies and pricing models to ensure long-term success and short-term cash flow.
- Partnered with outside attorneys in the development of all company intellectual property agreements and protection.

**Chipper Snax, Inc.**  
*Private Manufacturer*  
**President/CEO**

**July 2002 to January 2006**

- Reorganized plant layout including management and oversight of \$2,500,000 capital budget.
- Renegotiated leases, vendor agreements and supply relationships in successful turnaround.
- Orchestrated a successful company merger enhancing the company product offering.
- Established new supplier relationships including foreign production and vertical integration.
- Hired and managed new team in production, operations and sales and marketing.
- Streamlined processes and personnel resulting in over 40% cost savings.
- Negotiated long-term sales contracts with two national drug store chains.
- Successfully raised over \$3,000,000 in turnaround financing.
- Increased revenues by over 50% during tenure as CEO.

**Chipper Snax, Inc. (cont'd)**  
**Chief Financial Officer**

- Managed and oversaw all professional relationships with the Board of Directors, investors, independent auditors, outside legal counsel and bankers.
- Put into action cost accounting measures resulting in significant changes to the sales & marketing strategy.
- Responsible for the development of all accounting policies, internal controls, and reporting functions.
- Oversight of daily plant operations, including materials planning, throughput, and quality control.
- Development of Company financial strategy, financial modeling, and long-term forecasting.
- Implemented accounting system, internal controls and accounting policies.

**Magnesium Corporation of America (US Magnesium)**  
*Only US based Company producing magnesium*

**February 2000 to July 2002**

**Corporate Controller**

- Management and oversight of 10+ accounting department and 300 + company employees.
- "Key Employee" in helping complete successful company reorganization.
- Active responsibility in the Company's SEC reporting and filings.
- Oversight and responsibility for GAAP financial reporting.
- Streamlined accounting operations, monthly closing, and audit resulting in 25% cost savings.
- Helped design and automate a software reporting system for cost accounting, decreasing the annual man hours by 50% while significantly increasing cost accounting accuracy.
- Successfully negotiated the sale and spin-off of a \$10,000,000 tangential business unit.
- Effectively and responsibly managed a capital expansion project of over \$40,000,000.

**KPMG LLP**  
*Big 4 Accounting Firm*

**September 1995 to February 2000**

**Audit Supervising Senior**

- Reviewed and attested on public clients SEC filings including Evans & Sutherland, Magcorp, Tenfold, InnerDyne and Dynatronics.
- Responsible for privately held client audits in manufacturing, construction, and high-tech including Flying J, SME Steel, NACT, and Easton Technical Products.
- Completed over 250 hours of professional education including technical accounting issues, SEC reporting, GAAP, and leadership.
- Consistently awarded the firms highest performance rating of "exceeds expectations".
- Performed extensive research of complex business, accounting and finance issues.

- Supervision and coordination of audit staff and review of audit staff work.

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## EDUCATION AND TRAINING

Over 500 hours of professional training and education related to technical accounting issues, SEC reporting, recent SEC concerns, as well as training and leadership.

**Certified Public Accountant (C.P.A.)**, Utah, May 1996

**Master of Business Administration (M.B.A.)**, June 1995, University of Utah

**Bachelor of Arts (B.A.)** in Accounting, June 1994, University of Utah

Member, American Institute of Certified Public Accountants

Member, Utah Association of Certified Public Accountants

Fluent in Danish.