



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

MARK BELINSKY
Consulting CFO

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EXECUTIVE SUMMARY

Tech entrepreneur with over 35 years of C-level experience in a wide variety of tech segments - digital rights management, software licensing, haptics, operating systems, IoT systems, supply chain traceability, and e-commerce technologies. He has led enterprises serving enterprise software, filmed entertainment, music, real estate, financial services, agricultural and internet infrastructure markets. Along the way, he has initiated and closed complex strategic relationships, investments, and acquisitions (as buyer and seller), and managed sales, marketing, operations, finance, accounting legal and development staffs.

EXPERIENCE

PARTNER, CONSULTING CFO

CFOs 2GO

2024 to Present

www.cfos2go.com

Specialty consulting CFO and recruiting firm that customizes financial management solutions by utilizing part- and full-time staff through contract employment or direct hire.

- Co-leads the Mergers & Acquisitions

CONSULTANT COO/CFO

2021 to 2024

US & International projects on transformation, marketing and finance. Invited by multiple CEOs and Boards to deliver mission critical projects including:

- Advised a CEO & Board, Geneva, on marketing, pricing, company valuation and capital raising.
- As COO/CFO, negotiated strategic partnership, revenue commitment & inward investment.

Successfully advised on multiple, complex transformations, finance, M&A and growth projects.

COO, CFO

The Detection Group

2017 to 2021

USA

T/o \$4m Cloud based IoT water leak detection/notification services. Recruited to structure, grow the business and maximize value ahead of planned trade sale.

- Modelled markets, pricing strategy and calculators, and initiated or negotiated all major contracts.
- Engaged with target international JV/distribution partners in Canada and Australia.

Delivered a cash sale exit with 150%+ ROI.

COO

Presto

2015 to 2017

USA

T/o \$12m Manufacturer of tabletop ordering/entertainment systems in restaurant chains. Recruited to restructure revenue from 1,600 restaurants and address the \$8m pa losses.

- Built a new sales team, market approach, customer initiatives and a ROI based pricing structure.
- Designed sales pipeline KPIs and integrated the 'Salesforce.com' system and processes.

Created ROI from equipment, licensing and usage, with pipeline, controls and KPIs still in use.

CORPORATE DEVELOPMENT ADVISOR

Novasentis

2012 to 2014

USA

T/o \$1m producer of Haptic Actuators based on electromechanical polymers. Invited to act as Strategic Advisor to CEO and senior team.

- Negotiated an \$8m investment from GM Ventures.
- Coached leadership on market penetration, POCs and value proposition, advised on deals with Samsung and LG and negotiated incorporation of EMP actuators into a new braille keyboard.

Supported and developed the senior team; the Kemet Corporation acquired Novasentis in 2016.

VP CORPORATE DEVELOPMENT

Yottamark Inc, rebranded Harvestmark

2009 to 2011

USA

T/o \$6m Supply Chain traceability technology. Invited to build and diversify market presence through strategic partnerships and acquisitions.

- Co-managed global relationships with JDSU, Empack, Kroger and multiple independents in US and LATAM, closed a global reseller deal with JDSU and trained them on traceability solutions.
- Managed international govt. and legislator relations and appointed and led two lobbying firms.

Expanded market positioning, established sales and processes and helped raise \$23m financing.

Other Companies

Tora Trading Systems Ltd; Immersion Corp; Macrovision Corporation; International Data Group "IDG"; Interop; Scientific Microsystems, Inc; Unisoft Corp; CDEX Corp



EDUCATION

MBA, Harvard Business School, graduating top 10%.

BA, Wayne State University, Detroit Michigan.

Certified Public Accountant, CPA - California Department of Accountancy.

2GO Advisory Group



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