



BRADLEY-ALISON SMITH
DIRECTOR OF ACCOUNTING AND FINANCE

Prior to joining The Schuck Corporation, Bradley spent the majority of her career with The Haagen-Dazs Ice Cream Company. Bradley has also worked with Deloitte & Touche, Mann Media, and a small venture capital fund. She lived in Europe and Costa Rica, taught finance at the University of Colorado, owned multiple retail distribution outlet, and was a real estate broker licensed in North Carolina. Smith brings energy, creativity, discipline, and professionalism to the important challenges of financial management.

Throughout her long career in finance, Bradley-Alison Smith has repeatedly demonstrated good judgment, sharp financial skills, and the ability to reevaluate strategies required for a company to build or sustain market leadership. She has a very impressive track record of working on many diverse projects simultaneously while interacting constructively with all parties, including legal counsel.

Smith is a registered CPA with the State of Colorado. She graduated with an MBA from the University of Colorado and has an undergraduate degree from Duke University. Having concentrated on accounting, Smith's past responsibilities have included:

Financial accounting and tax strategies

Extensive operations and SEC experience as acting CFO for companies managed by an investment fund and as an accountant with a CPA firm.

- ◆Manage daily operational and financial matters
- ◆Prepare financial statements, due diligence, cash flow projections, business models, financial analysis, SEC filings, and tax documentation
- ◆Research potential acquisitions and work closely with outside independent auditors
- ◆Manage businesses in extreme cash shortage situations for long periods of time

Business Planning

Design and implementation of new products, retail/store renovations, profit revitalization strategies, and operational standards throughout a national retail chain.

- ◆Evaluate industry and market trends
- ◆Spearhead revitalizing efforts including store redesign, closing of geographical territory, and product mix alterations
- ◆Responsible for success of franchise operations and auditing of all distribution centers within the western region
- ◆Liaison between top management, franchisees, and distributors
- ◆Initiate and carry out joint promotions with trade publications



July, 2013