



P R O F I L E

| CHARLES A. GOODRICH |

Charlie Goodrich has been solving business financial management problems for over 30 years. As the founder and principal of Goodrich & Associates, Charlie has provided numerous clients with objective, experienced-based assistance to improve:

- business controls
- financial processes
- operating costs reduction
- enhancement of resource allocation decision-making and...
- specialized insolvency and bankruptcy services

Also, Charlie facilitates difficult to close M&A transactions for his clients. He works closely with a client's staff and advisors to produce the desired results quickly and to ensure that all relevant knowledge is transferred to the organization. Charlie often accelerates execution and increases knowledge transfer by assuming an interim role as CEO, COO, CFO or Director or as a coach or a mentor. If requested, Goodrich & Associates can assemble a specialized interim team to implement recommended action plans.

Before launching Goodrich & Associates, Charlie held the position of Vice President, Profit Center Reporting and Budgeting for State Street Corporation, the world's leading specialist serving institutional investors.

Prior to this, Charlie served as the chief financial executive for Budget Rent-A-Car Corporation's Eastern Region with over 90 stores from recently purchased franchises.

Prior to that, he served as the chief financial executive for various business groups within Kraft Foods including the S. S. Pierce Company and Container Corporation America.

He holds an MBA in Finance from the University of Chicago and a Bachelor's Degree in Economics from the University of Virginia.

Today Mr. Goodrich is a member of a number of professional organizations including: Association for Corporate Growth, MIT Enterprise Forum, Turnaround Management Association and American Bankruptcy Institute.

For more information visit

www.goodrich-associates.com.

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