

## THE COMPANY

MSC is a consulting firm specializing in crisis management for troubled companies, forensic accounting, internal management accounting, controls, and MIS systems. Our staff of professionals is comprised mainly of Certified Public Accountants, many of them with Big Five accounting experience, and other financial, MIS and CAS experts.

MSC was formed to fill a void in the business environment. We have found that many businesses do not have either the personnel or the resources to provide management with the information needed to quickly respond to changes in economic conditions. As forensic consultants, MSC uses its knowledge base of operations, accounting, and systems to accurately recreate and interpret historical financial information.

MSC has provided services to financial institutions, public corporations and privately held corporations in a variety of industry areas. We have an excellent track record and are recommended by major accounting firms, banks and law firms to provide a cost effective solution for their clients.

## PRINCIPAL PROFILE

**Barry Sorrentino Co-Founder and Managing Partner** – Barry graduated from Pace University in the late '70's with Bachelor of Business Administration majoring in Accounting. From 1975 through 1980, he was the Controller of a direct mail order company. A leading manufacturer acquired that company in 1981 and Barry became the Chief Financial Officer until 1992. As the CFO he spearheaded a team in taking the company public, created a computerized cash flow and was instrumental in securing a new, comparable asset based line of credit at a substantial savings. Over the years Barry has been successful in both restructuring and developing strategic alliances for companies in various industries including manufacturing, distribution, importing, apparel, electronics, automotive suppliers, high tech firms and the newspaper industry. His extensive background in operations, cash management and improving controls has allowed him to work closely with major lenders, accountants, attorneys and finance companies in creating financial opportunities. Many of the Accounting firms rely on his hands on accounting ability to help their clients straighten out and maintain their books and records. He founded MSC in 1993 with David Mandelbaum. Barry is married with 3 children and is a member of numerous credit and financial industry associations.

**David Mandelbaum CPA Co-Founder** - David graduated Magna Cum Laude from Touro College in the early '80s with a B.S. in Accounting and received his C.P.A. license. David served in public accounting with a number of mid-size firms and started his own successful practice in 1989. He is an expert in MIS, computerized accounting techniques, financial data analysis, financial business plan and projection analysis and creation. His client base consisted of national fast food franchises, electronic equipment distributors, labor unions, real estate developers, apparel industry, manufacturing and insurance industry accounts. He has represented clients before the New York State Sales Tax Authority audit division and forensically accounted for a number of years of activity to the satisfaction of the State authority. Over the years he has conducted various seminars on financial accounting and tax issues. He founded MSC in 1993 with Barry Sorrentino. David is married with 3 children and is a member of the NYSSCPA.

## KEY PERSONNEL PROFILE

**Andrew Levine, CPA/CGMA – Senior Consultant** - Andy has over 40 years experience. He was an audit partner in several well known NYC accounting firms. He has serviced clients in many industries including wholesaling, distribution, construction, real estate, apparel, jewelry and not for profit and most recently direct marketing and internet based sales. His focus for his clients has been helping them maximize profits while minimizing taxes. In addition he has helped in creating adequate cash flows and projections and acting as a liaison with his client's lenders, managing budgets for long term growth and helping clients looking to acquire and or merge with other companies.

Throughout his career he has always been a hands-on source to his clients and is active in networking and has developed long term relationships within the accounting, legal and lending communities. Andy is a member of the AICPA and the NYSSCPA.

**Robert (Bob) Moss, Director of Business Development** - Bob graduated from Pace University. He has spent over 30 years in management positions in a variety of industries including banking, factoring, consulting and manufacturing. Bob's varied background is both in credit, accounts receivable and business development. He was a senior credit officer for a large international bank and was responsible for all workouts, director of credit for a fortune 1000 company and a credit executive in the factoring industry. Bob had his own consulting business for several years and most recently was business development manager for a large national accounts receivable and chargeback company. Bob has extensive experience in most consumer product industries, importing and trade finance. He has done many presentations and speaking engagements on chargebacks and accounts receivable management before banks and accounting firms as well as various groups including the NYSSCPA'S and New York Institute of Credit ( for CPE credit for CPA's).

**David Rauch, CPA, MBA – Senior Consultant** - Dave has a BBA in Accounting from Baruch College, an MBA in Finance from Pace University and is a CPA in New York State. He is a member of the AICPA, and at the NYSSCPA, he chaired the CFO and other industry committees. Dave is a hands-on team leader with an energetic work ethic and bottom line focus.

Dave started his career with one of the Big 5 accounting firms and then worked for three of their clients for the next 18 years: an international manufacturing company, where he held various financial management positions and established a three-day monthly close; a diet and health food manufacturing company, where as Controller he established accounting and inventory controls to facilitate their tremendous international expansion; and a publicly held parking and real estate company, where as the CFO, he took the company private by obtaining the necessary financing.

On numerous occasions Dave held the CFO/Controller position at companies in various industries, where he facilitated the company either going public or being acquired by a publicly- held company, by improving accounting procedures and internal controls, accelerating the monthly and annual closing processes and preparing due diligence requirements. Dave spent the last ten years as Controller of a publicly held real estate investment trust. His hands-on approach facilitated the going public process, established the SEC financial reporting and SOX compliance reporting, and implemented procedures and controls to enable the company to acquire over 80 properties throughout the country.

**David Nadler – Senior Consultant** - David, has been a working CFO since 1986. David has held various executive level positions and acted as a team leader for special projects for publicly held companies with revenues as high as \$1B. In his various capacities including Chief Financial Officer, Controller, Vice President of Finance and Operations, David worked with companies involved with Internet Technology, logistics, precious metals, manufacturing, import and distribution among others. From 1974 to 1986, he was principal of David Nadler & Company, CPA, P.C., which provided accounting, tax and financial consulting services. He is a graduate of Pace University and a member of the AICPA, NYSSCPAs, Turnaround Management Association (TMA) and Risk Management Association (RMA). David offers over twenty-five years of business management, financial analysis, consulting, general accounting, tax, audit and budgeting experience. He is a CPA with diversified industry exposure, exceptionally strong analytical and problem solving skills and a track record of achievement.

**George Fischer, CPA/CGMA – Senior Consultant** – George has a BA in Accounting from Queens College of the City University of New York. He is a CPA licensed in New York State and a member of the AICPA. He served as Chair of the NYSSCPA CFO committee and on several other professional committees. He is a member of the Financial Executives International (FEI) and Financial Executive Networking Group (FENG) organizations. A senior level executive with more than 40 years experience ranging from start-up to Fortune 500 companies, in consumer goods, retail, manufacturing, service companies, financial services, distribution, import, export and international.

George started out in public accounting with one of the then Big 8 CPA firms before moving to several mid-size firms and then entered the private sector. He started out as accounting manager and has since held positions with numerous companies as Controller or CFO, including family owned, and publicly held companies where he was responsible for completing and filing all SEC required reports, narratives and proxy documents and where he developed a solid, ground floor understanding of Sarbanes Oxley. As a controller and CFO for privately held companies he utilized a hands-on approach and was involved in developing, implementing and maintaining procedures and policies, preparing internal/external financials, leading teams in claims negotiations and settlements positively impacting the bottom line.

He has also worked as an outside consultant to a multitude of companies in many industries where he exhibited his ability to step in, assess the existing situations and needs, quickly roll up his sleeves and immediately tackle and overcome difficult work and/or personnel situations.

**Richard Mould - IT Director** – Richard has over 25 years of management experience in the industrial electronics and computer fields and has held senior positions as Chief Electrical Engineer and Chief Information Officer for several companies. During the past 15 years, Richard has focused on software engineering. He has been successful in integrating his knowledge of manufacturing processes with his programming skills to produce efficient large scale data applications. He has developed a specialty working with inventory systems and the integration of smart machines to those systems for factory IT. Since 1999 he is fully certified by Microsoft as a Microsoft Certified System Engineer enabling him to set up the various systems and networks for which he develops programs.

**Conrad J. Isoldi, Director of Strategic Solutions** – Conrad is a graduate of Bernard Baruch College. He has spent over 40 years in key management positions in both financial and non-financial organizations addressing, defining and implementing key strategies, which have enhanced the profitability, operating efficiency and overall control of the assets of the business segment. As Sector Controller of the Retail Banking component of a large commercial bank, Conrad played a key role in the establishment and growth of that business into one of the most profitable, well controlled and managed business segments of that organization. Financial procedures and disciplines were implemented within an established strategic framework. The profitability of all business units were determined, analyzed and measured against budgets developed on a monthly basis. This provided management the ability to take necessary actions at the appropriate time (exit business, stay and grow, reduce future capital allocations, etc). Management was given the tools required to know quickly where the business challenges were, the impact on profitability and what decisions needed to be made. Subsequent responsibilities at other financial and non financial entities focused on streamlining and shortening the month end closing process, the establishment of an integrated strategic and profit planning process, operational reengineering, performance measurement, acquisition integration, cost containment, technology upgrades, evaluation of best practices, monthly management reporting geared to effective decision making, etc. In all cases, a close working relationship was established with both the internal and external auditors as well as the appropriate regulators to “avoid surprises”. Conrad has demonstrated ability to work directly and closely with client management to define the challenges they are concerned with, offer and assist in the implementation of “Time is of the essence” solution/s to increase and maximize entity profitability and shareholder value.